

LIFE



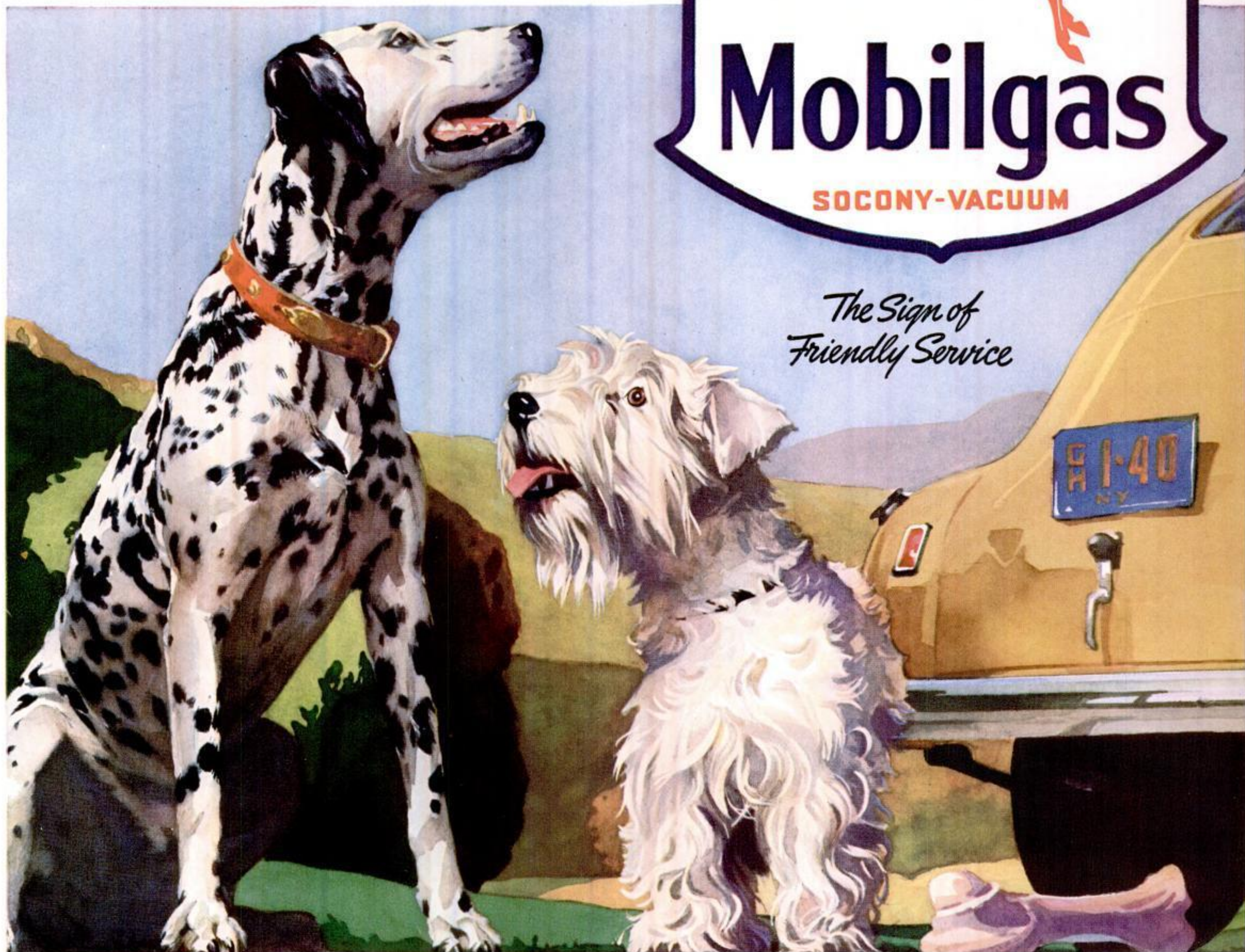
U. S. VACATIONS

AUGUST 5, 1940 **10** CENTS

“He’ll run the Spots off You”



*The Sign of
Friendly Service*



**Mileage, pep, power, and
pick-up! The Flying
Red Horse is your guide
to great gasoline!
Drive in today—fill up
with Mobilgas and its
famous teammate, Mabiloil!**

HAVE YOU STOPPED at the Flying Red Horse Sign *recently*? If so, you have been convinced that the friendly little dog is right—

...you can't beat Balanced Mobilgas for mileage and power!

That's because Mobilgas is *made* for today's sensitive engines. It atomizes instantly; fires evenly; sends full, clean charges to every cylinder every time. You enjoy a smooth, steady flow of power on hills or highways...no stall, no sputter in traffic.

Drive in today at the Red Horse Sign. Fill up with Mobilgas for "Balanced Performance":

1. Quick starts despite cool engine.
2. Fast warm-up—rapid acceleration.
3. Freedom from vapor-lock—no stalls.
4. Minimum crankcase oil dilution.
5. High anti-knock value.
6. Cleanliness—freedom from gum.
7. Full, smooth power under all conditions.
8. Long mileage—economical operation.

SOCONY-VACUUM OIL COMPANY, INC.
AND AFFILIATES
Magnolia Petroleum Co.—General Petroleum Corp. of Calif.



Here's a Studebaker veteran, Claude Senour, with his sons, Warren and Martin J. The Senours are one of numerous father-and-son teams at Studebaker.



Ben and Ewald Sorberg are master motor builders. They've been at Studebaker a total of 36 years.

Studebaker craftsmanship pays you a nice premium when you trade-in

That's because Studebaker cars stay in tip-top running condition even after years of use



STUDEBAKER WINS AMERICA'S GREATEST GAS ECONOMY TEST

Studebaker's three great cars took the first three places in the Gilmore-Yosemite Sweepstakes of 1940, defeating all other cars. With expert drivers and low-extra-cost overdrive, the Studebaker Champion averaged 29.19 miles per gallon, Studebaker Commander 24.72 miles per gallon, Studebaker President 23.40 miles per gallon.

SEE THE STUDEBAKER EXHIBIT
"THE AMERICAN JUBILEE"
N. Y. WORLD'S FAIR

STUDEBAKER owners seldom find it necessary to put much new money into a new car. That's because Studebaker owners get back a nice part of their original investment when they finally decide to trade-in their used Studebakers.

Motorists who buy used cars know a used Studebaker is always a good buy, because it's invariably in sound mechanical condition. That's why owning a

Studebaker pays you a profit—even after you've had all the fun and carefree satisfaction of driving your Studebaker Champion, Commander or President for years and for tens of thousands of miles.

A few other motor car factories may have facilities that equal or approach those in Studebaker's vast modernly equipped plants, great engineering and research laboratories and 800-acre, million-dollar proving ground.

But no other motor car factory has anything like Studebaker's permanent, expert craftsmen.

Solid citizens as well as master artisans, these Studebaker craftsmen form the sound foundation for the low-cost operation of Studebaker cars.

There isn't a transient in their ranks. They average 43 years of age and 13 years on their Studebaker jobs. Day after day, year after year, they're conscientiously busy—building a lasting future as well as a brilliant present into every Studebaker.



Enjoy real distinction! Studebaker Champion Club Sedan, \$700 delivered at factory, including planar suspension, shockless steering, non-slam door latches, inside hood lock, steering wheel gear shift, many other indispensables.

PRICED ON A LEVEL WITH THE 3 OTHER
LARGE-SELLING LOWEST PRICE CARS

\$660

for a Studebaker Champion coupe delivered at South Bend, Indiana. See your local Studebaker dealer. Low down payment—easy C.I.T. terms.

This One



QPSG-DS1-3KY2



IS YOUR SCALP
BEHIND THE
8-BALL?

Listerine Treatment gives hair and scalp soothing antiseptic bath as it fights infectious dandruff. In clinical tests 76% quickly benefited.

If you are constantly annoyed by distressing, scaly dandruff flakes . . . excessive falling hair . . . and irritated itching scalp—*watch out!* You may be suffering from a real scalp infection, for dandruff is often due to germs. So, start today with the famous Listerine Antiseptic treatment for infectious dandruff.

Kills Infectious Dandruff Germs

You merely douse Listerine Antiseptic on full strength morning and night and massage the scalp vigorously and persistently with the finger tips.

Listerine Antiseptic and massage helps to relieve inflammation and remove annoying flakes and scales. At the same time it aids in cleansing the scalp, leaving it with a wonderful feeling of invigoration.

Most important of all, Listerine gives scalp and hair a cooling and soothing antiseptic bath . . . kills, by the millions, germs associated with infectious dandruff, including *Pityrosporum Ovale*. This strange "bottle bacillus" is recognized by outstanding dandruff specialists as a causative agent of infectious dandruff.

Rabbits and Humans

Rabbits inoculated with *Pityrosporum Ovale* developed definite dandruff symptoms, which disappeared shortly after being treated daily with Listerine Antiseptic.

Even more impressive results were revealed in clinical tests on men and women.

In one clinic, 76% of dandruff sufferers who used Listerine Antiseptic and massage twice a day showed complete disappearance of or marked improvement in the symptoms of dandruff within 30 days.

Enthusiastic letters from all parts of the country give credit to this famous antiseptic for relief from dandruff's annoyances; just as other letters praise its results against colds and sore throat.

If you have the slightest sign of dandruff, don't delay. Neglect may aggravate the symptoms. Start with Listerine now.

LAMBERT PHARMACAL CO., St. Louis, Mo.

THE TREATMENT

MEN: Douse full strength Listerine Antiseptic on the scalp morning and night. **WOMEN:** Part the hair at various places, and apply Listerine Antiseptic right along the part with a medicine dropper, to avoid wetting the hair excessively.

Always follow with vigorous and persistent massage with fingers or a good hair brush. Continue the treatment so long as dandruff is in evidence. And even though you're free from dandruff, enjoy a Listerine massage once a week to guard against infection. Listerine Antiseptic is the same antiseptic that has been famous for more than 50 years as a mouth wash and gargle.

LISTERINE the medical treatment for **INFECTIOUS DANDRUFF**

LETTERS TO THE EDITORS

Misogynists

Sirs:

The expression of the German prisoner as he looks at Canada (LIFE, July 15) strikingly resembles the one on the wet monkey caught by the camera as he contemplates his Caribbean home. (That full-page picture appeared in LIFE about a year ago, I think.)

Let's print these two pictures side by side and compare them (see pictures).

HAROLD M. KELLEY

New York, N. Y.

Sirs:

I wonder how many people saw the decided resemblance between your surly



GERMAN PRISONER

German prisoner of war and the disgruntled monkey who occupied the same Picture of the Week page on Jan. 16, 1939?

LYDIA MAXWELL

Great Neck, N. Y.

Cape Cod

Sirs:

To Mr. Eisenstaedt: a tumbler of beach-plum jelly.

To you: the cranberry wreath.

Your article in the July 15 issue carries the spirit of the Cape, old and new, and the photographs are tops.

Speaking of "off islanders" (specific to Nantucket)—you might be interested to know that it is also said hereabouts that it takes 16 years to become a "native"; and in connection with the time needed to convince a Cape Codder, it is said at town-meeting time never to be discouraged if your article in the warrant fails for six years. If on the seventh time it fails again: forget it!

K. C. BALLARD

(12-year Cape Codder; 4 to go!)

Woods Hole, Mass.

Sirs:

For the first summer in 23 years I am out of striking distance of Cape Cod. I was born and brought up almost within smell of it. (The Cape does have its distinctive, salty odors.) Through all my life I've had the privilege of sauntering over its sands on the moment's inclination. No wonder, then, I thrilled so at your July 15 issue. The Cape has come to life again for me. I can revel in its widow's walks, its salt-box houses, its fishnets and its lighthouses. I can smell the odors of quahaug chowders and its salty breezes rising from your pages. I shall place them in my library along with my Thoreau's *Cape Cod*.

WALTER HARDING

Chapel Hill, N. C.

Why a White Bear?

Sirs:

I was reading the article on *Mathematics and the Imagination* (LIFE, July

15) and I came to the problem on the man who shot the bear. It gave the answer but no explanation. Is the one that I figured out correct?

The only place that it is geographically possible to walk 5 miles south, then 5 miles east and still be only 5 miles from home is at one of the Poles. The only bear to be found in this region is the polar bear at the North Pole region and it is invariably white. Therefore the answer is white as given in LIFE.

JAMES A. CONFER

New Kensington, Pa.

● Right, except that it is impossible to walk 5 miles south from the South



FRUSTRATED MONKEY

Pole. Hence it must be the North Pole. —ED.

Invasion on Paper

Sirs:

To those who condemn LIFE's invasion sketches—what chance do we good Americans have on the real battlefields if we cannot face the imaginary ones on paper? My thanks to LIFE for this information that will help us to discriminate with intelligence and courage.

DICK SWAYZE

Alice, Tex.

Sirs:

I wish to thank you for the illustrated articles you are publishing showing the possible danger to America from invasion. I also wish to commend you on your very fine editorial on America's situation.

I believe you are doing more than any other medium to arouse this country to do something about its defense. I hope that you will keep pounding away on the same subject as there are many people who have an astounding apathy in regard to this and need to be roused to the seriousness of our problem.

ARTHUR S. JOHNSON

Springfield, Mass.

Cruel Code of the Sea

Sirs:

I don't know when I have read a story so thrilling and unusual as the one in your July 15 issue concerning the *Scots-toun's* last fight. The story is a masterpiece of a naval battle of World War II. I read with a great deal of satisfaction that these brave officers refused to let their "old man" go down with his ship as has been the unwritten code of sea history. What a needless, foolish waste of a human life. A man valuable enough to man a ship is valuable enough to his country to be saved for another ship, another battle.

I hope I have other supporters of the idea to get rid of this cruel code of the sea.

MRS. E. HIGGINS

Collingswood, N. J.

(continued on p. 4)

HOW WOULD YOU VOTE ON THIS QUESTION?

**WHICH ARE
WORSE-
BLOW-OUTS
OR SKIDS?**



Thousands say "I'M MORE SCARED OF SKIDS"

No matter how you vote, remember this: Goodrich Silvertowns are built to give the quickest non-skid stops you've ever had.

Others report "I THINK BLOW-OUTS ARE WORSE"

Whether you agree or not, don't forget that Goodrich Silvertowns give you maximum protection against high-speed blow-outs.



**All agree
"BOTH ARE DANGEROUS"**

So why not get the Goodrich Silvertown — with its tread that's a "life-saver" on wet, slippery roads... and a special, internal ply construction that's a "life-saver" against high-speed blow-outs.

WHY ARGUE? Silvertowns protect you against BOTH

• Do you agree with those who say skids are worse? Or would you yourself say "blow-outs"? There's room for plenty of argument, of course. But when you look at the accident reports **ONE FACT STANDS OUT—BOTH ARE DANGEROUS.**

Avoid "Half-Way" Protection

Maybe you've never realized it but you can now get a tire that gives you maximum protection against **BOTH** skids and blow-outs—and it's the new Goodrich Safety Silvertown.

On the outside, the Life-Saver Tread has a regular "wind-shield-wiper" action on wet roads... an endless procession of spiral bars that sweep the water right and left and force it out through the deep drainage grooves. This rapid-fire sweeping action leaves a track so dry you can actually light

a match on it... so dry, too, that you get the quickest non-skid stops you've ever had.

Not only that, the famous Golden Ply construction of Silvertowns is noted for maximum resistance to high-speed blow-outs. The specially-treated plies that Goodrich now builds into all Silvertowns resist internal blowout-causing heat—give you greater safety every day you drive. No wonder these plies are described as "Life-Saver" plies.

After you hear the BANG of a blow-out or feel a skid starting it's too late to change your tire protection. For safety's sake get your Silvertowns today. If it will be easier to make your own terms than to pay cash, take advantage of the liberal Budget Plan available at Goodrich Silvertown Stores and many Goodrich Dealers.



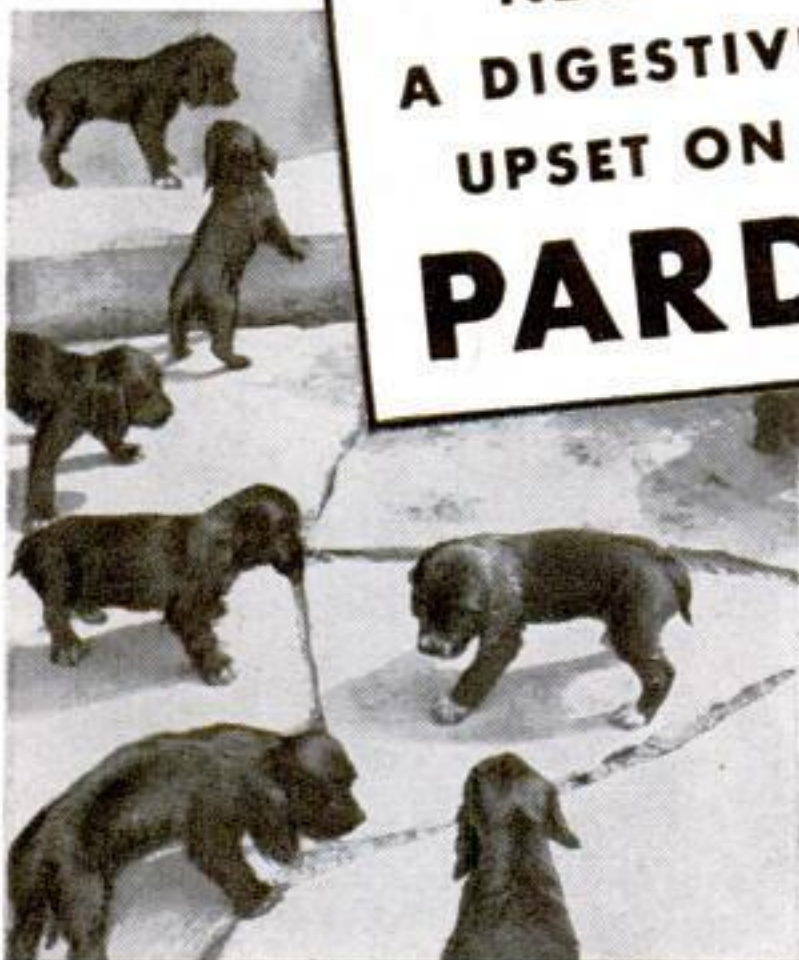
The new **Goodrich SAFETY Silvertown**

DON'T MISS JIMMIE LYNCH'S DEATH DODGERS AT THE GOODRICH ARENA . . . N. Y. WORLD'S FAIR

FATHER and FAMILY doing well!



NEVER
A DIGESTIVE
UPSET ON
PARD



A certified statement from
Mr. Robert G. Biehn,
Highland Park, Illinois

"Some time ago our Cocker Spaniel, Buffie (now the proud father of 9 healthy youngsters), suffered from digestive upsets. These attacks became so frequent that we finally took him to a veterinarian. Following his advice, we immediately put Buffie on Pard. And ever since, Buffie has been in tip-top condition—without a single recurrence of his old trouble! If Buffie's family is like he is now, they'll never be unhealthy. For they're weaned direct to Pard!"

The facts of this case history were sworn to before me on June 7, 1940.
H. A. Schranz, Notary Public.

At Swift's Research Kennels, not one member of 5 Pard-fed generations ever experienced a digestive upset or common diet-caused ailment!

As many as 9 out of 10 cases of common dog ailments could be prevented! For veterinarians agree that faulty feeding is the most frequent cause of dietary upsets, listlessness, excessive shedding, and many other common ailments.

That veterinarians and dog owners alike can put their faith in Pard—has been dramatically proved at Swift's

Research Kennels. 5 successive generations of dogs have been fed Pard alone since weaning. Always healthy...always full of pep...none ever suffered from dietary ailments of any kind! Growth and conformation to the standards of their breeds have been excellent!

Follow the advice of many leading veterinarians—feed your dog safe, nutritionally balanced Pard! He'll go for Pard every day!



It's Pard every day for this youngster—and how he loves it! Just like his Pard-fed companions at Swift's Research Kennels—he's never experienced any of the common ailments which veterinarians lay to faulty feeding.



PARD SWIFT & COMPANY'S
NUTRITIONALLY
BALANCED DOG FOOD

LETTERS TO THE EDITORS

(continued)

Sargent College

Sirs:

Your article in the July 8 issue on Sargent College is superb and as timely as the latest news from Europe. It contains the germ of an idea LIFE readers should promote. Sargent graduates can probably do more to build up our First Line of Defense than any other group. F. L. O. D. is surely physical perfection and always will be. Your own correspondent in the same issue indicates that physical deterioration is a primary cause for the fall of France. Mental deterioration is largely an aftermath of poor physical being.

CHARLES S. WILSON II

Sorrento, Maine

Inspiration

Sirs:

John Hersey's masterfully written story of Ambassador Grew (LIFE, July 15) should be exceptional reading to the average layman. To the young man contemplating a career in the American Foreign Service, however, it alone is worth many times the price of your magazine.

Joseph Clark Grew is another fine example of the modern American diplomat. No longer an awkward, blundering neophyte, a successful U. S. envoy today must have the desirable qualities of sportsmanship, tact, education and keen judgment. Our ambassador to Tokyo possesses all these admirable traits and accomplishments, plus the greatest wide experience.

To those of us who still have faith in diplomacy and in the men who serve in this great field, Mr. Grew is more than a notable figure: he is a genuine inspiration.

ROBERT S. COHN

Portland, Ore.

Lizzie's Age

Sirs:

In LIFE for July 15 you have a picture of an old Ford which you call a 1918 jalopy. The model Ford shown in the picture is either a 1911 or 1912 since the wooden dashboard was re-



HYBRID LIZZIE

placed in 1913 with a partly metal one. Furthermore, the 1918 Fords did not have converted gas head lights or oil parking lights.

FREDERICK C. SCADDING JR.
Cleveland, Ohio

Sirs:

Having been a devout automobile enthusiast since 1912 and being the possessor of a remarkable memory for detail, I recognize this Ford as a 1914 Model T which has been equipped with demountable rim wheels, available as accessories as early as 1914 and supplied as standard equipment after about 1920. The only noticeable difference between the 1913 and 1914 models was that in 1913 the doors opened to the bottom of the body and they had square lower corners while in 1914 the lower corners were rounded and the bottom of doors extended only to the top of the body sill. In 1915 the natural-finish veneered-wood dash was eliminated by a slight torpedo shaping of the body and the rear fenders curved downward at the back. It was also in

(continued on p. 6)

Cool Shaves

win liberty from razor sting and smart!



Say to yourself with a grin, "I'm through with stinging, burning shaves! I'm going to treat my face to cool, soothing Ingram's—today."



How quickly, smoothly your razor glides through your Ingram's-softened beard! And all the time Ingram's special lather is soothing your face with that refreshing Ingram's COOLNESS!



Men, get wise to Ingram's today! Discover how it leaves your face smoother, cleaner—with a freshness that lasts for hours! No lotion is needed. The same cooling cream comes in jar or tube.

INGRAM'S
SHAVING CREAM

— IN TUBE OR JAR —



How grand of Grandma!

FOR THAT speaking likeness of people—or for that matter, for outstanding pictures of *any* kind—use a really dependable film: use Agfa Film.

For general, outdoor photography, we recommend Agfa Plenachrome. It is one of Agfa's complete line of films, designed to fit your every photographic need.

All these Agfa Films bring you Agfa's famous "extra

margin of quality" which helps you get best results under ordinary conditions, and surprisingly good results even when conditions are far from favorable.

So ask for Agfa Film today . . . and get better pictures! Every roll of Agfa Film is guaranteed: "Pictures that satisfy or a new roll free!" **Agfa Ansco, Binghamton, New York. Made in U. S. A.**

Agfa Film



**The only film that guarantees
"Pictures that satisfy or a new roll free!"**





Eleanor Holm . . . star of Billy Rose's Aquacade at the World's Fair . . . says:

"Four performances a day would be ruinous to my hair if it weren't for 'Vaseline' Hair Tonic. I use it regularly to keep my hair soft and lustrous and to protect my scalp from the drying effect of too much sun and water."



*Keep your hair lovely the
ELEANOR HOLM way!*

DON'T let sunshine, swimming and outdoor sports dim your crowning glory this summer! Follow the advice of America's number one outdoor girl, Eleanor Holm, and keep your hair as lustrous and lovely as she does!

Rub plenty of 'Vaseline' Hair Tonic on your scalp before every shampoo. Then before going for a swim . . . or out in the sun . . . smooth a very few drops on your hair. Not only will you combat dryness this way . . . but also help protect your wave, make your hair easy to arrange.

Start using 'Vaseline' Hair Tonic today . . . and see what a difference it makes in your oomph!

BEFORE SHAMPOOING
... Be sure to massage scalp liberally with 'Vaseline' Hair Tonic.

BEFORE GOING OUTDOORS . . . apply a few drops to supplement natural scalp oils and keep hair lovely looking.

'Vaseline' Hair Tonic is the OFFICIAL hair preparation of both World's Fair Aquacades.



Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

Copr. 1940, Chesebrough Mfg. Co., Cons'd.

LETTERS TO THE EDITORS

(continued)

1915 that the gas type of head-light which could be adapted for electric lights operated by the magneto, was replaced by the bullet-shaped electric head-light.

PERCY C. ROLLINS

Tacoma, Wash.

Sirs:

This is a 1914 Ford, and we object to the word jalopy used on such a venerable car!

HYDE W. BALLARD,

Vice President

Antique Automobile Club of America
Wayne, Pa.

● Let LIFE readers stop overtaxing their detective powers on the Cape Cod Ford. It is a hybrid product composed of a 1925 chassis and engine, a 1913 body and odd parts from other years. —ED.

Little Diomedé Priest

Sirs:

LIFE, July 15, shows the schoolhouse on Little Diomedé Island in Bering Strait where, you say, "the island's only white residents—the schoolmistress and her husband—preside." Submitted herewith is a photograph I made of the only white man on Little Diomedé, Father Tom Cunningham, S. J. I made the picture in August 1938 in Nome, Alaska, where he migrates each year with Diomedé Eskimos in their umiaks or walrus-skin boats. He is an Australian-born Jesuit priest and for several years a missionary to the island.

In the spring of 1938 he was on a hunting trip with Diomedé Eskimos in a skin boat which was caught in ice and forced to land on Big Diomedé (Rus-



FATHER CUNNINGHAM

sian). The Russian customs official promptly arrested him for trespassing on Russian soil. Father Tom threatened to communicate with the Russian Embassy in Washington, D. C. Official bluntly stated that there would be no chance. Father Tom then demanded to see the authority for the arrest. When shown a document in Russian which he could not read, he (knowing the illiteracy of the Russian official) placed a convenient translation through the Eskimo interpreter showing no authority in the document for the arrest.

Finally persuaded that he was without jurisdiction, the Russian official released Father Cunningham on condition he would complete a blank of information, which Father Cunningham did—in Gaelic.

ANDREW SANDEGREN

New Orleans, La.

● LIFE's pictures of Big and Little Diomedé were taken by Harold W. Snell. Father Cunningham was not on Little Diomedé when Mr. Snell was there last September. The existence of the Russian air base on Big Diomedé was further confirmed by the U. S. Coast Guard last week. —ED.



The "rainy day rumba"—tonic for male eyes, but bad medicine for stockings! For action *plus* attraction, try a pair of Cannon's full-fashioned beauties, inspected by a special air-pressure machine that hunts out microscopic flaws, (real cause of hidden, "un-born" runs). Cannon brings you only *perfect* stockings—lovely, flawless, triple-inspected!

Cannon Hosiery, made of Silk, in the Celophane Handy Pack, 69¢ to \$1.10. Cannon Hosiery made of Nylon, \$1.15 to \$1.35. By makers of Cannon Towels and Sheets.



Travel SAFE



BANK of AMERICA TRAVELERS CHEQUES

SEE THE
GOLDEN GATE INTERNATIONAL EXPOSITION
ON MAGICAL
TREASURE ISLAND IN SAN FRANCISCO BAY
THIS SUMMER KEEP COOL IN CALIFORNIA!



Backed by the resources
of a billion dollar bank

Issued by Bank of America N T & S A
495 branches in California

Main Offices: San Francisco and Los Angeles
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

"Whaddya mean, A tire with a Safety Valve?"



"Just this, Joe, as your locomotive has a Safety Valve to release the excess steam pressure before it causes trouble — So this remarkable tire has Safety Valves that expel excess heat before it causes blowouts!"

170 "Heat Vents" act as Safety Valves Keep This Tire COOL!

SEIBERLING BUILDS ON 3 ENTIRELY NEW SAFETY PRINCIPLES

1. Exclusive Seiberling "Heat Vents" expel internal friction heat! Over a hundred and fifty little holes, molded in the shoulders of this tire, expel destructive heat *before* it becomes a blowout hazard. No other tire in the world has this remarkable safety feature. Makes driving much safer. Makes treads wear longer because they run cooler.

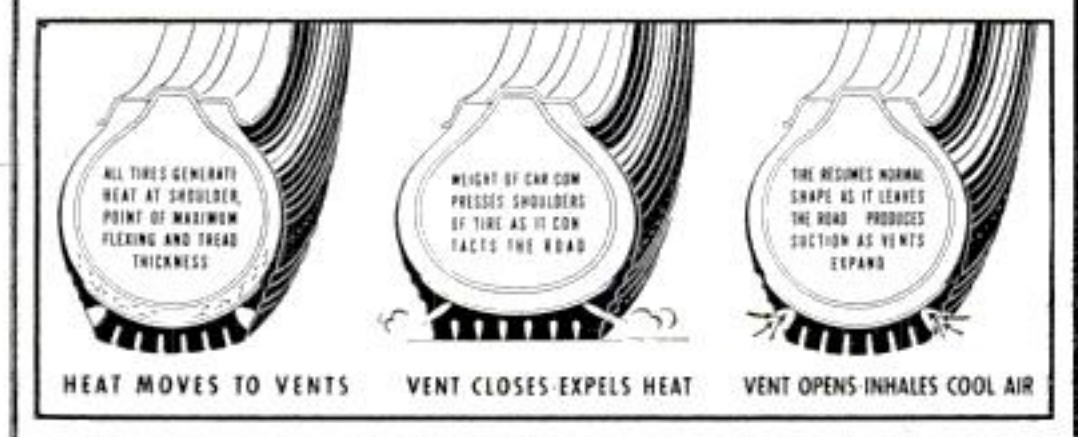
2. Safety "Saw-Tooth" Tread Stops you Quickly—Smoothly! Quiet — fast — and sure-footed when you "step on it." Holds on the curves. But when you want to stop, you STOP decisively—yet gently and safely. It's the scientific new "saw-tooth" design of the Seiberling Safety Tread that does it. It grips the road—and holds on safely.

3. Tough, new "Saf-flex" Cord protects against stone bruises and carcass ruptures! Safer because actual service records *prove conclusively* that "Saf-flex" Cord greatly reduces the "internal injuries" to tires—injuries that you may never see or know about until your tire "lets go." "Saf-flex" has far greater resistance than ordinary cord. Only Seiberling gives you "Saf-flex."

Your Seiberling dealer will welcome an opportunity to demonstrate this remarkable Safety Tire — and explain why its exclusive advantages give you greater Safety and More Mileage.

THE SEIBERLING RUBBER COMPANY • AKRON, OHIO
Seiberling Rubber Company of Canada, Ltd. • Toronto, Canada

Safer! Because It's "Heat-Vented"

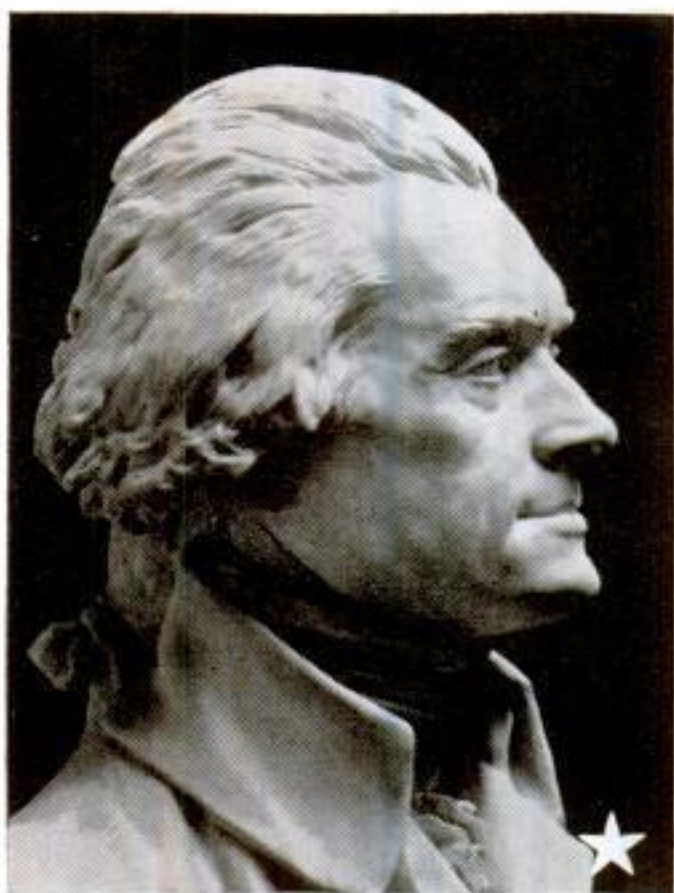


The
SEIBERLING
SAFETY  TIRE

IT LASTS LONGER BECAUSE IT RUNS COOLER



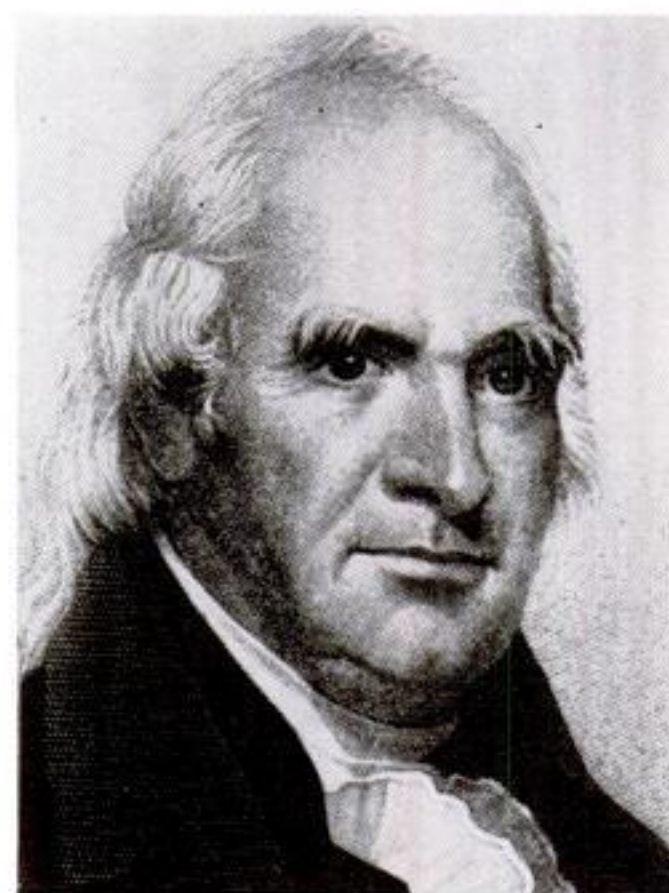
John Adams, Mass. lawyer, 1789-97 (Washington).



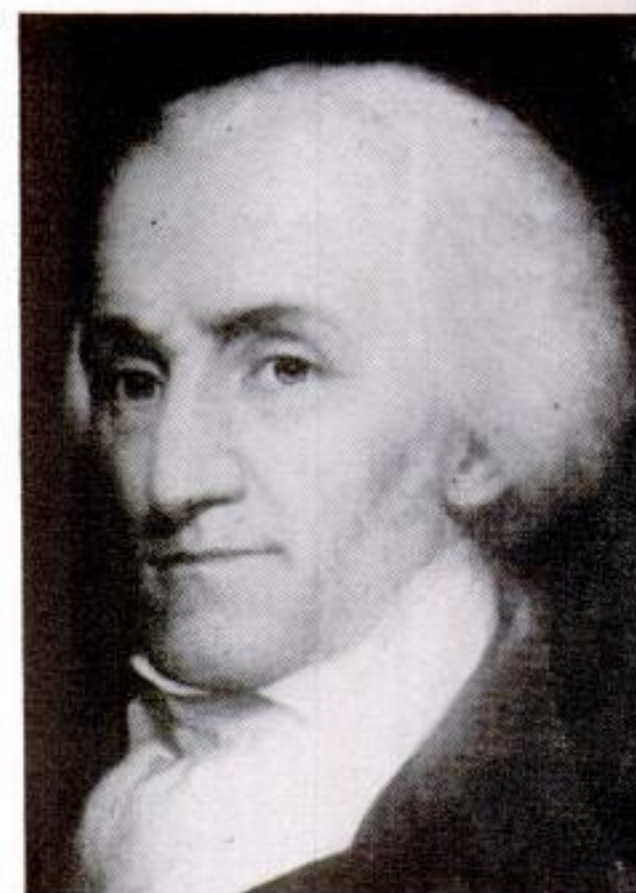
Thomas Jefferson, Va. lawyer, 1797-1801 (Adams). Elected President 1800.



Aaron Burr, New York lawyer, 1801-05 (Jefferson). Killed Hamilton, 1804.



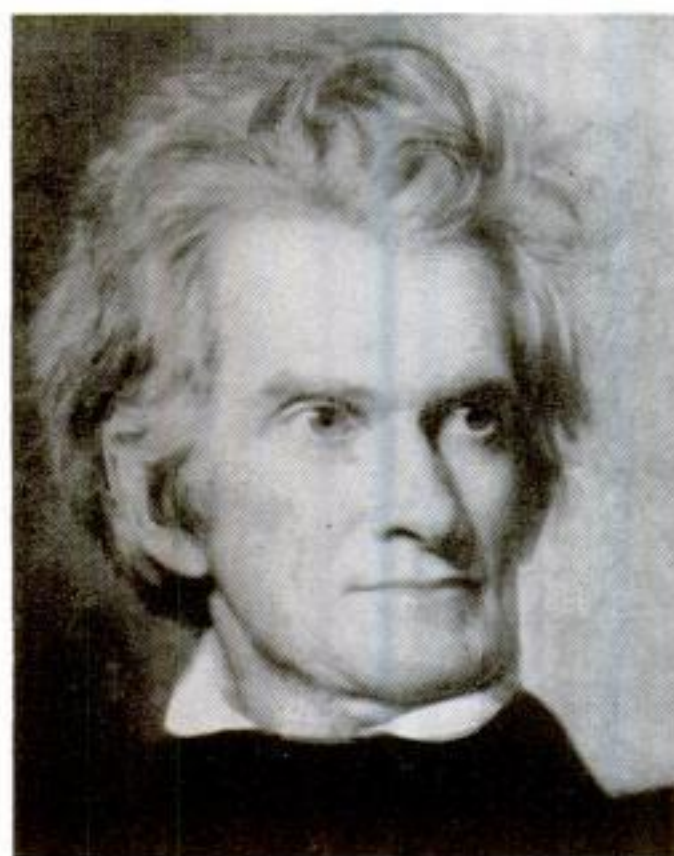
George Clinton, N. Y. lawyer, 1805-12 (Jefferson, Madison). He died in office.



Elbridge Gerry of Mass. 1813-14 (Madison). "Gerrymander."



Daniel Tompkins, N. Y. lawyer, 1817-25 (Monroe).



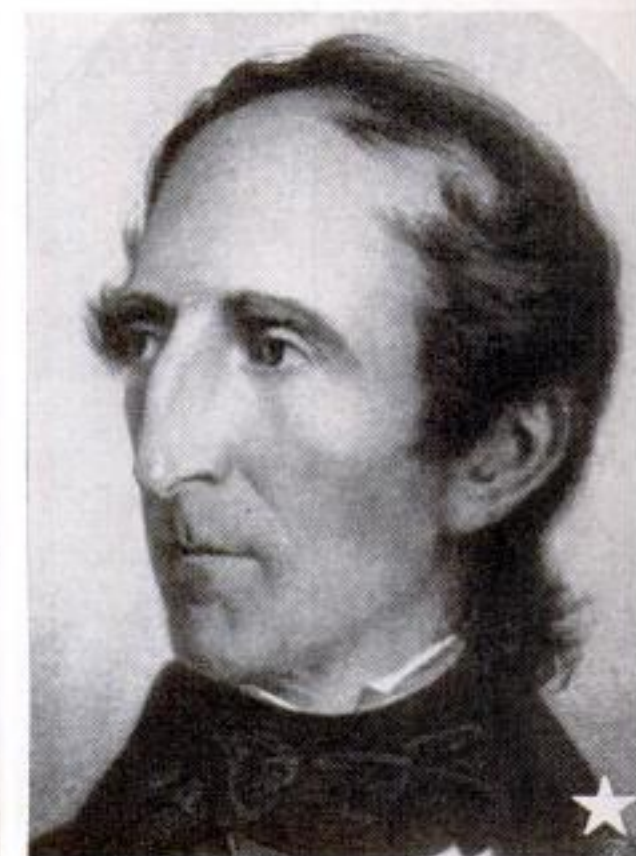
John C. Calhoun, S. C. lawyer, 1825-32 (J. Q. Adams, Jackson). Resigned.



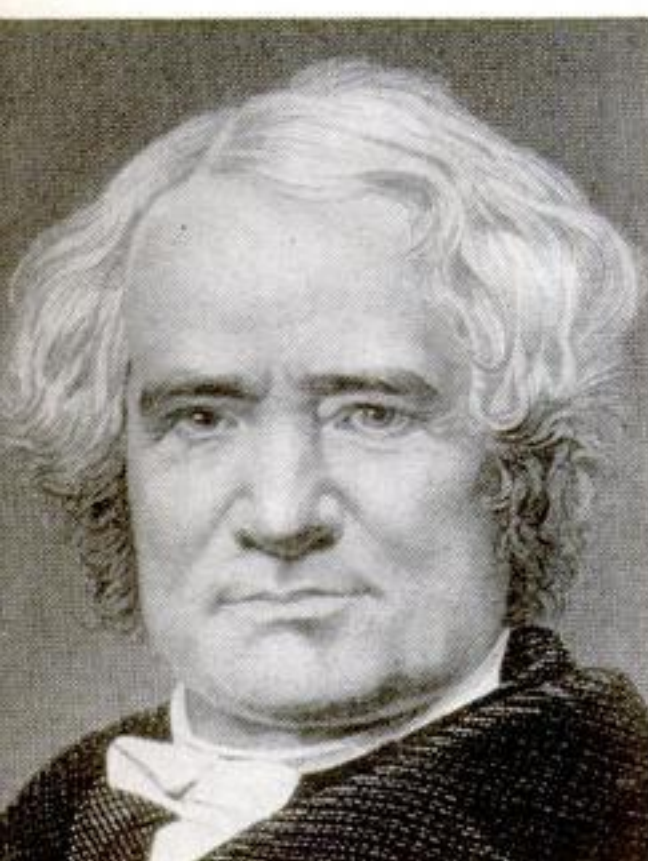
Martin Van Buren, N. Y. lawyer, 1833-37 (Jackson). Elected President 1836.



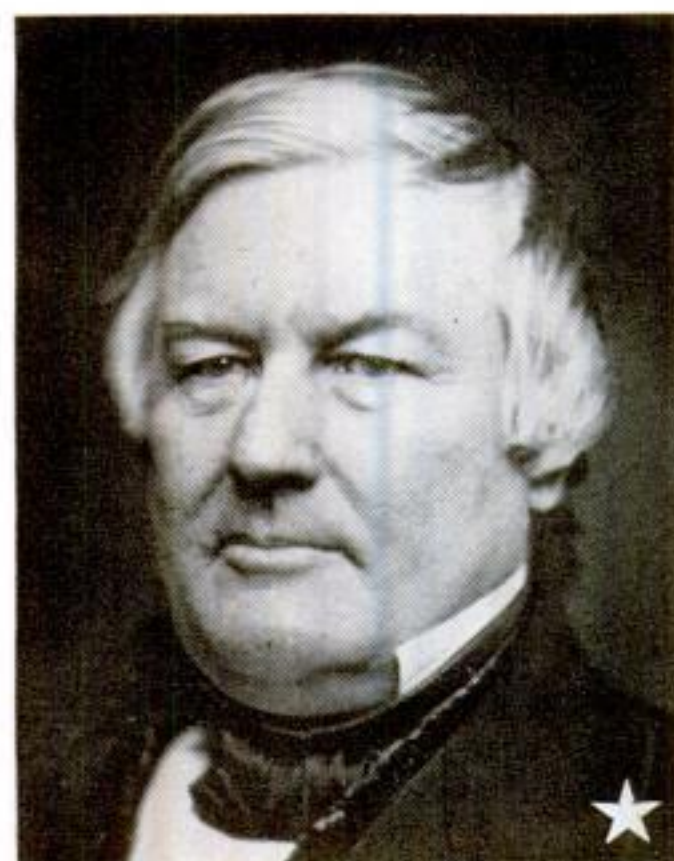
Richard M. Johnson, Kentucky lawyer, 1837-41 (Van Buren). Slew Tecumseh.



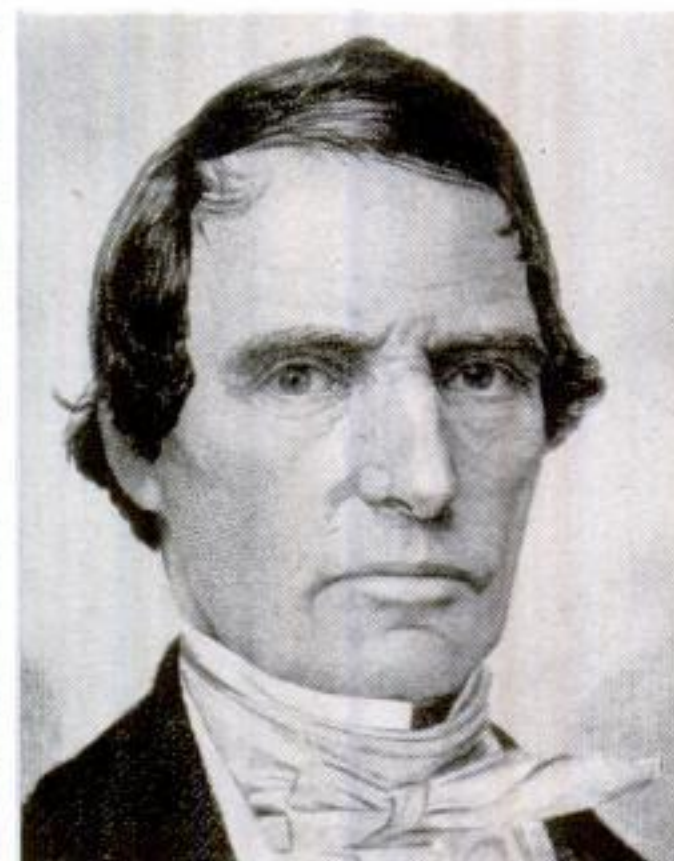
John Tyler, Va. lawyer, 1841 (W. H. Harrison). Suc. to Pres. 1841.



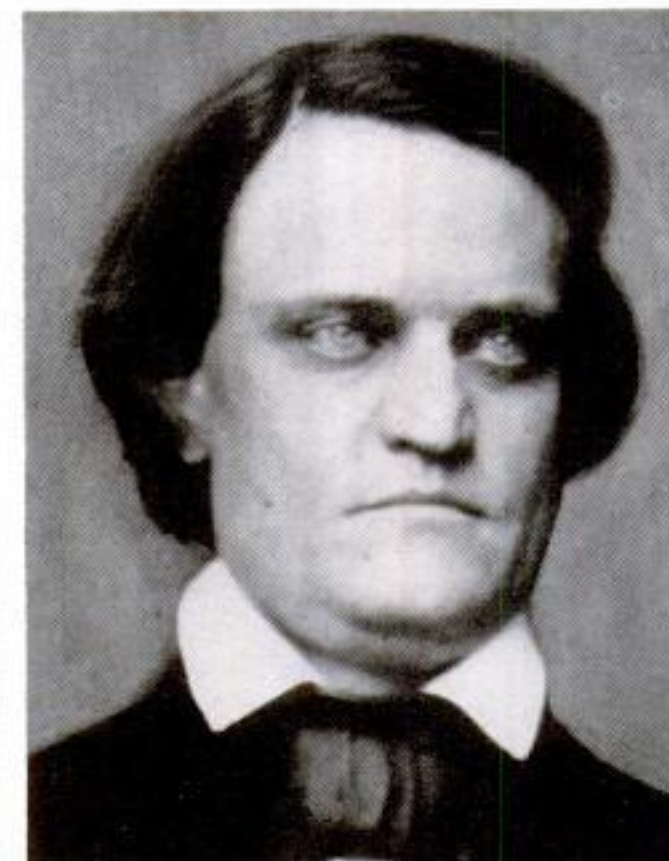
George M. Dallas, Penn. lawyer, 1845-49 (Polk).



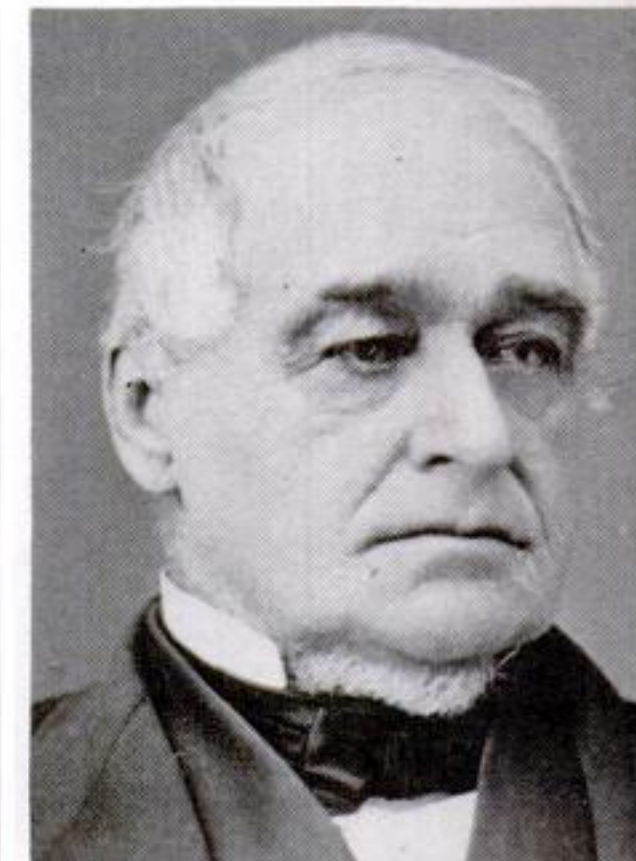
Millard Fillmore, New York lawyer, 1849-50 (Taylor). Suc. to Pres. 1850.



William King, Alabama lawyer, 1853 (Pierce). He died in office in April.



John Breckinridge, Ky. lawyer, 1857-61 (Buchanan). Confed. War Secretary.



Hannibal Hamlin, Maine lawyer, 1861-65 (Lincoln). Later senator.



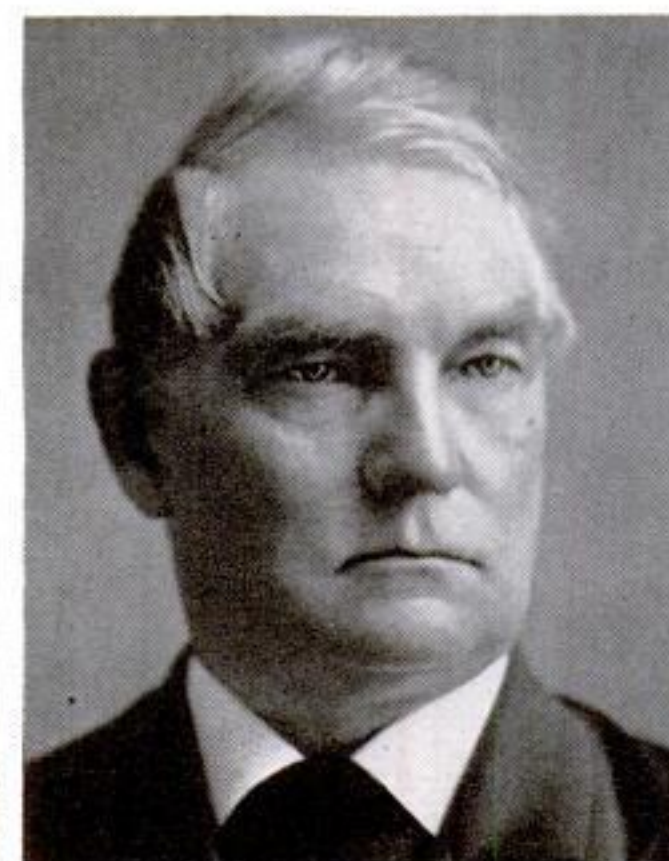
Andrew Johnson, Tennessee tailor, 1865 (Lincoln).



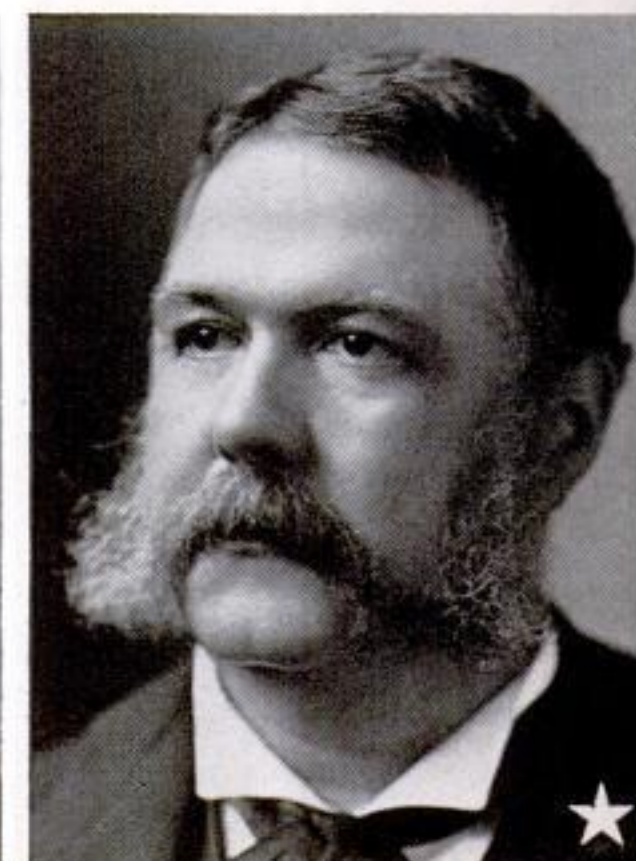
Schuyler Colfax, Indiana editor, 1869-73 (Grant). Established overland mail.



Henry Wilson, Massachusetts shoeman, 1873-75 (Grant). Died in office.



William A. Wheeler, New York lawyer, 1877-81 (Hayes). Senate booed him.



Chester A. Arthur, N. Y. lawyer, 1881 (Garfield). Succeeded to Pres.

SPEAKING OF PICTURES

...THESE ARE THE 32 U. S. VICE PRESIDENTS

In times of flux like the present, even a trifling certainty about the future becomes warm, reassuring and important. Hence Americans may now take comfort in reflecting that, unless it should be decided before Nov. 5 that the hoary custom of holding a Presidential election every four years has been outmoded by the current crisis, the nation is certain after Jan. 20, 1941 to have a new Vice President.

Even this event, however, will be unsettling to statistical tradition. Of the 32 U. S. Vice Presidents, 23 had fathers of English descent, 25 were lawyers, and 30 lived east of the Mississippi River. Republican Charles Linza McNary, though once a lawyer, is the son of a Scotch-Irish father, and is a native resident of Oregon. Democrat Henry Agard Wallace, also born of a Scotch-Irish father, is a native resident of Iowa, and started life as a farm-journal editor.

Though the average citizen would do well to name a dozen of the men whose faces appear here and John Kieran himself might be stumped at identifying the names of six or eight of them, no less than nine of the 32 (indicated by asterisks) have found the Vice Presidency a stepping stone to the White House—three by election and six by death. The prospects of 1940's victorious Throttlebottom to escape oblivion would seem even brighter than this normal 1-to-4 chance. Beginning in 1840, every U. S. President elected in an even 20th year has died in office.



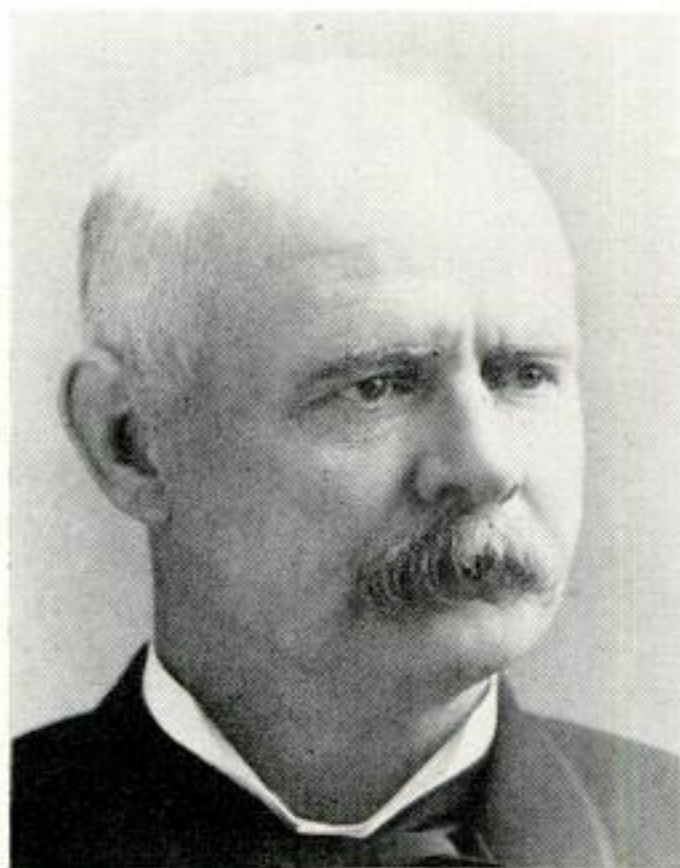
1940's rival Throttlebottoms, Republican Charles L. McNary (left) and Democrat Henry A. Wallace, meet in Senate Agriculture Committee. Both were chosen to lure West's farm votes.



Thomas A. Hendricks, Indiana lawyer, 1885 (Cleveland). Died.



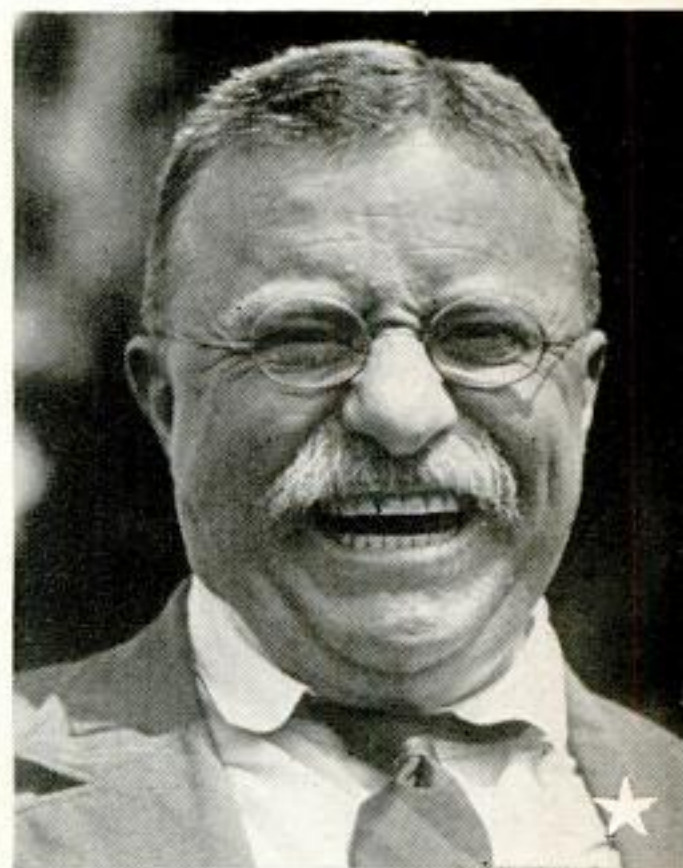
Levi P. Morton, N. Y. banker, 1889-93 (B. Harrison). Born 1824, d. 1920.



Adlai E. Stevenson, Ill. lawyer, 1893-97 (Cleveland). Ran with Bryan 1900.



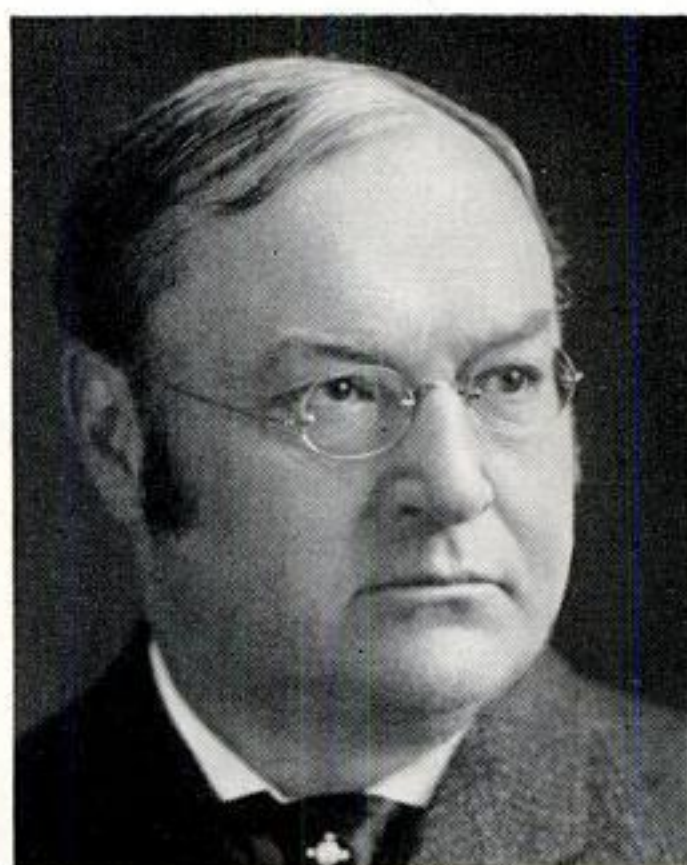
Garret A. Hobart, N. J. lawyer, 1897-99 (McKinley). Hedied while in office.



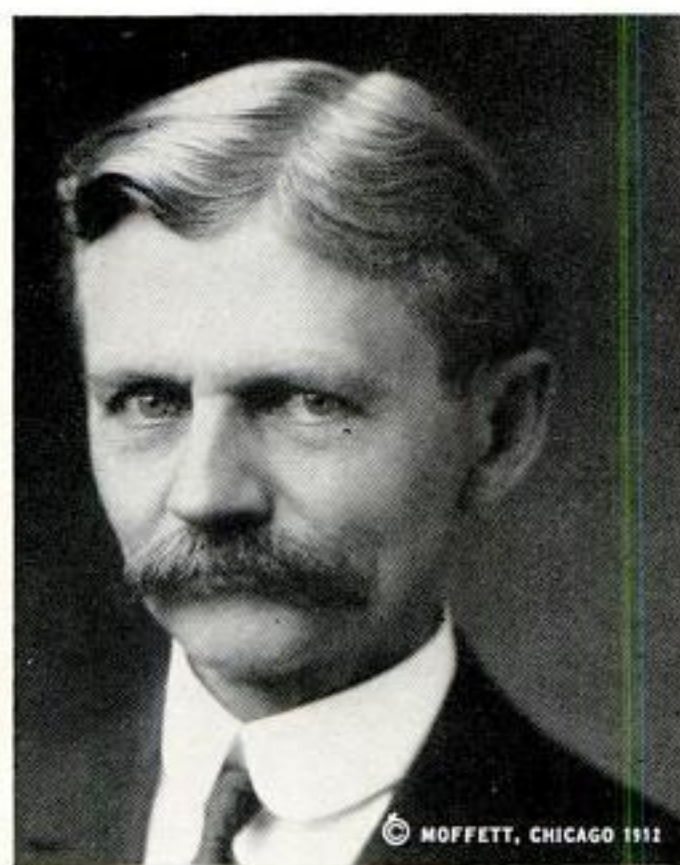
Theodore Roosevelt, N. Y. hero, 1901 (McKinley).



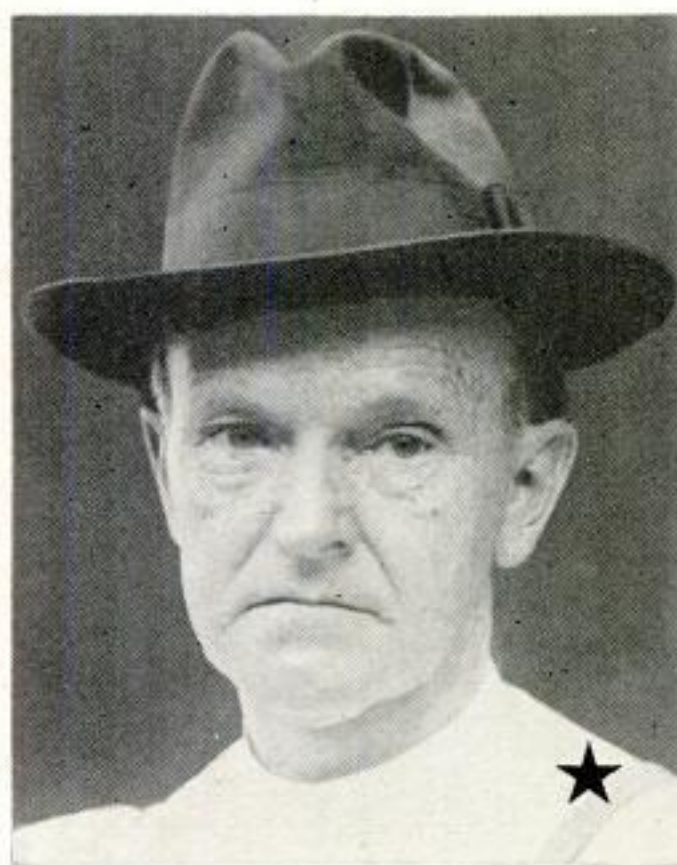
Charles W. Fairbanks, Indiana lawyer, 1905-09 (T. Roosevelt).



James S. Sherman, N. Y. lawyer, 1909-12 (Taft). Known as "Sunny Jim."



Thomas Marshall, Ind. lawyer, 1913-21 (Wilson). Wanted a good 5¢ cigar.



Calvin Coolidge, Mass. lawyer, 1921-23 (Harding). Elected President 1924.



Charles Dawes, Ill. banker, 1925-29 (Coolidge).



“Hold your horses, child! What’s the rush?”

GIRL: Gotta rush, Auntie... on my way to the August White Sales. So long... had a lovely visit... the guest room’s beautiful!

AUNT: I thought you were staying for lunch. Can’t the White Sales wait?

GIRL: Nope. LOOK... Cannon Percale Sheets advertised at my favorite store for LESS than I ever dreamed of paying! I’ve had a yen for them since the first night I slept on yours.

AUNT: Splendid! And, as you probably know,

you’ll get years of wear out of them.

GIRL: And they’re so cool and smooth... and they stay fresh longer... and they’re lighter... much easier to wash!

AUNT: And they’ll save you as much as \$3.25 a year for each bed in pound laundry rates!

GIRL: So you see... I’ve got to get downtown and stock up on Cannon Percale Sheets while the White Sales are on. We’re going to have smooth sleeping at my house from now on! Good-by!



Cannon
Percale Sheets

~~\$1.49~~

NOW even less in the August White Sales!

Cannon Muslin Sheets

Another superior value. Usually sell for about a dollar. Look for them in the August White Sales, too!

MADE BY THE MAKERS OF CANNON TOWELS

SIMPLE AS A. B. C. TO BE THRIFTY IN THE AUGUST WHITE SALES! SEE YOUR STORE’S PRICES ON CANNON SHEETS!

SPEAKING OF PICTURES

(continued)



Charles Curtis, Hoover's Kansas lawyer Vice President in 1929-33, won fame by the social feud of his sister-hostess, Dolly Gann (left) with Alice Roosevelt Longworth.



John Nance Garner, Roosevelt II's Texas lawyer-rancher "first mate," left Washington for home with Mrs. Garner on July 22 (above), was expected never to return.

"HOW DO YOU KEEP SO SLIM AND COOL?"



"It's my new summer Spencer. It's so light and I've lost every bulge! Why not try one?"



Note the open-air weave of a summer Spencer.

(Later)—"YOU WERE RIGHT ABOUT THE SPENCER"

"It's so cool and comfortable. And you can see that my bulges are gone, too!"



YOUR Spencer corset and brassiere will effectively correct any figure fault because every line is designed, every section cut and made to solve your figure problem, and yours only.

All Spencers are light and flexible. Your summer Spencer may be made of an open airy fabric that washes like lingerie. Every Spencer is *guaranteed* to keep its lovely lines as long as it is worn! No other corset, to our knowledge, carries this guarantee. Prices are moderate—depending on materials. Stop experimenting with corsets that lose their shape after a few weeks' wear!

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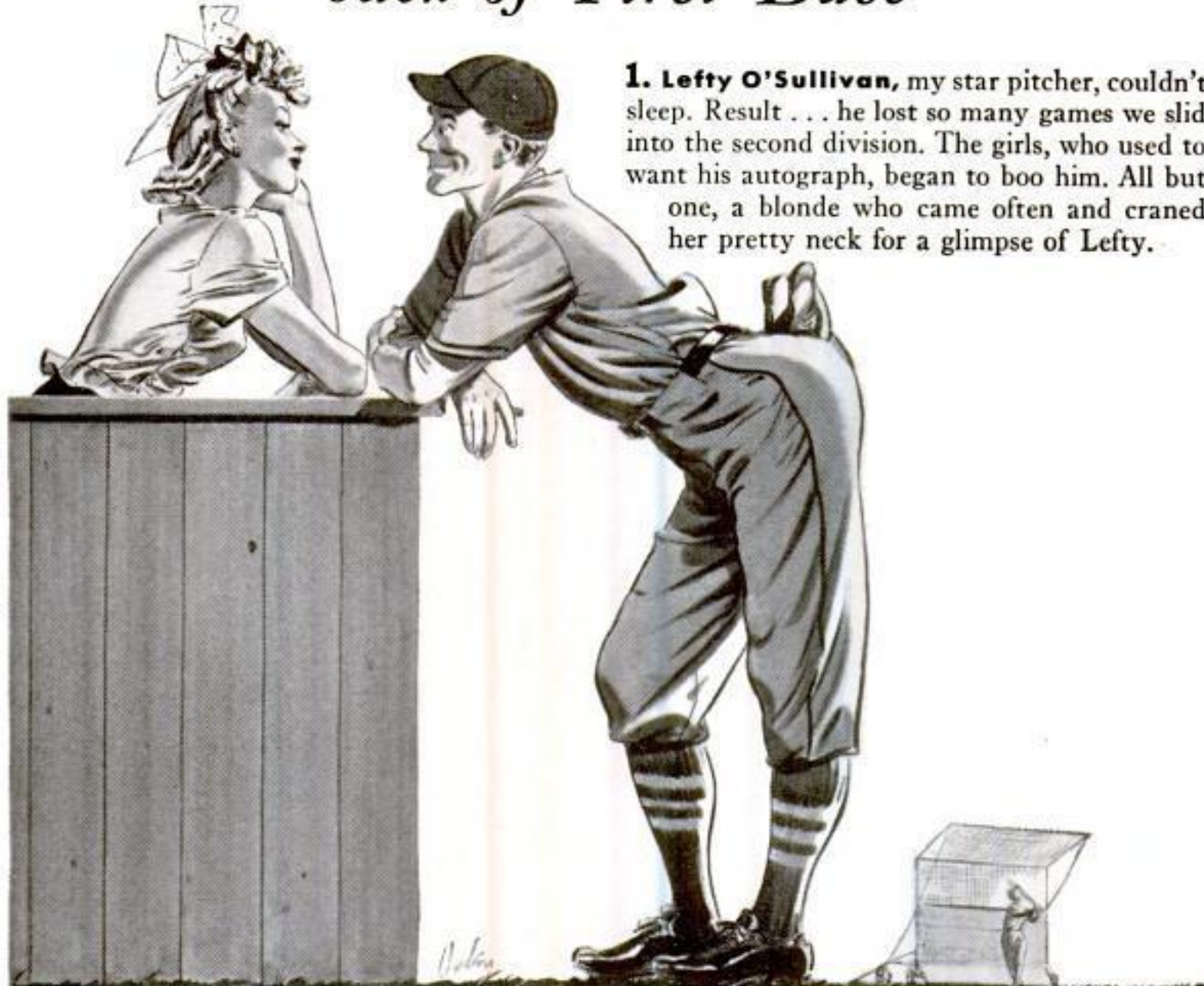


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SPENCER INDIVIDUALLY DESIGNED CORSETS

The Story of Lefty and the Blonde back of First Base



1. Lefty O'Sullivan, my star pitcher, couldn't sleep. Result . . . he lost so many games we slid into the second division. The girls, who used to want his autograph, began to boo him. All but one, a blonde who came often and craned her pretty neck for a glimpse of Lefty.



2. One day this blonde called me over to her box. "Do your men drink coffee?" she asked. "Sure, ordinarily," I replied, deciding she's a crackpot. "Although I made Lefty cut it out, because the caffeine keeps him awake."



3. "You just think he cut it out," she stated. "I saw Lefty last night in a café! He drank two cups of coffee! Why don't you tell him to switch to Sanka Coffee . . . it's 97% caffeine-free, and can't keep him awake!"



4. "Is that so?" I snorted. "Yes!" she replied. "The Council on Foods of the American Medical Association says, 'Sanka Coffee is free from caffeine effect and can be used when other coffee has been forbidden!'"



5. "Thanks," said I. So I told Lefty to try it. Soon, he's winning ball games again. The whole team perked up at that, and by September we're back in the race. "Lucky you thought about Sanka!" said Lefty.



6. "Thank that blonde in the first-base box," I said. "It was her idea!" "Introduce me!" said Lefty. "Maybe I need a grandstand manager!" (You guessed it . . . she's Mrs. Lefty now. They were married the day we clinched the pennant!)



SANKA COFFEE

REAL COFFEE...97% CAFFEIN-FREE

PRICE REDUCED!

Once more, Sanka Coffee prices go down to a new low! Price reduction effective on both "regular" and the new "drip" grind.

LIFE'S PICTURES



John Swope, son of General Electric's Gerard Swope, is the photographer who went to LIFE's Texas party with the seven movie stars. He was not bothered by the wildness of this expedition, possibly because he is something of an actor himself.

In 1927, during his first vacation from Harvard University, Swope joined the University Players, a summer-theater group that played on Cape Cod. He played the parts of chauffeur, butler and dumb detective, made friends with Stewart, Fonda and Margaret Sullivan and eventually became stage manager. Since this, he has traveled a great deal and worked for General Johnson under the Blue Eagle, but most of his interests have been in Hollywood where he has been both agent and assistant director.

He took up photography four years ago this month on a yacht race to Honolulu, and has had several stories in LIFE, the latest being the pictures of Margaret Sullivan (LIFE, June 17).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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- 4—EISENSTADT-IX
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- 9—A. P.—BROWN BROTHERS, CULVER (2), BROWN BROTHERS (2)—BROWN BROTHERS (2), CULVER, INT., A. P.
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- 31—KNOPF-PIX
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- 86, 87, 88, 89—JOHN SWOPE
- 91—ROWLAND PEARSON, *ETC. & L.*

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LIFE'S COVER. The girl who sails the bouncing waves on LIFE's cover is Betty Wagner who is in Camden, Me. on her vacation. The millions of Americans who are on their vacations right now have scattered all over the country (see pp. 58-69). Betty's stepfather is a yacht captain so Betty takes her vacation close to the sea. In the picture she is on an old windjammer which has been made over into a sort of "dude ranch" sailing vessel. Dude sailors on its cruises are supposed to rough it, be willing to help out anywhere from the galley to the rigging. Usually they are more willing than helpful.

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"Picture me playing Cupid!"



1. FOR ONE OF MY AGE, and a wardrobe mistress, it just doesn't happen. But there she was, our beautiful Tanya, not only in tears but wanting to tell me all about it. How she'd lost the one and only Prince Charming because she'd been so terribly rude.



2. THEN—WHAT DO YOU THINK? She breaks down in my arms and says she's been out of sorts for days—dosed up with all sorts of pills and purgatives. If only she knew how to feel better! Well, right then I get an idea.

3. NEXT MORNING, I call by her rooms before she's up and bring her a package of KELLOGG'S ALL-BRAN. "Miss Tanya," I say, "why don't you try preventing your trouble instead of attempting to 'cure' it after it happens? What you probably need is a little more of a special kind of food called 'bulk.' If so, just eat ALL-BRAN for breakfast every day and drink plenty of water."



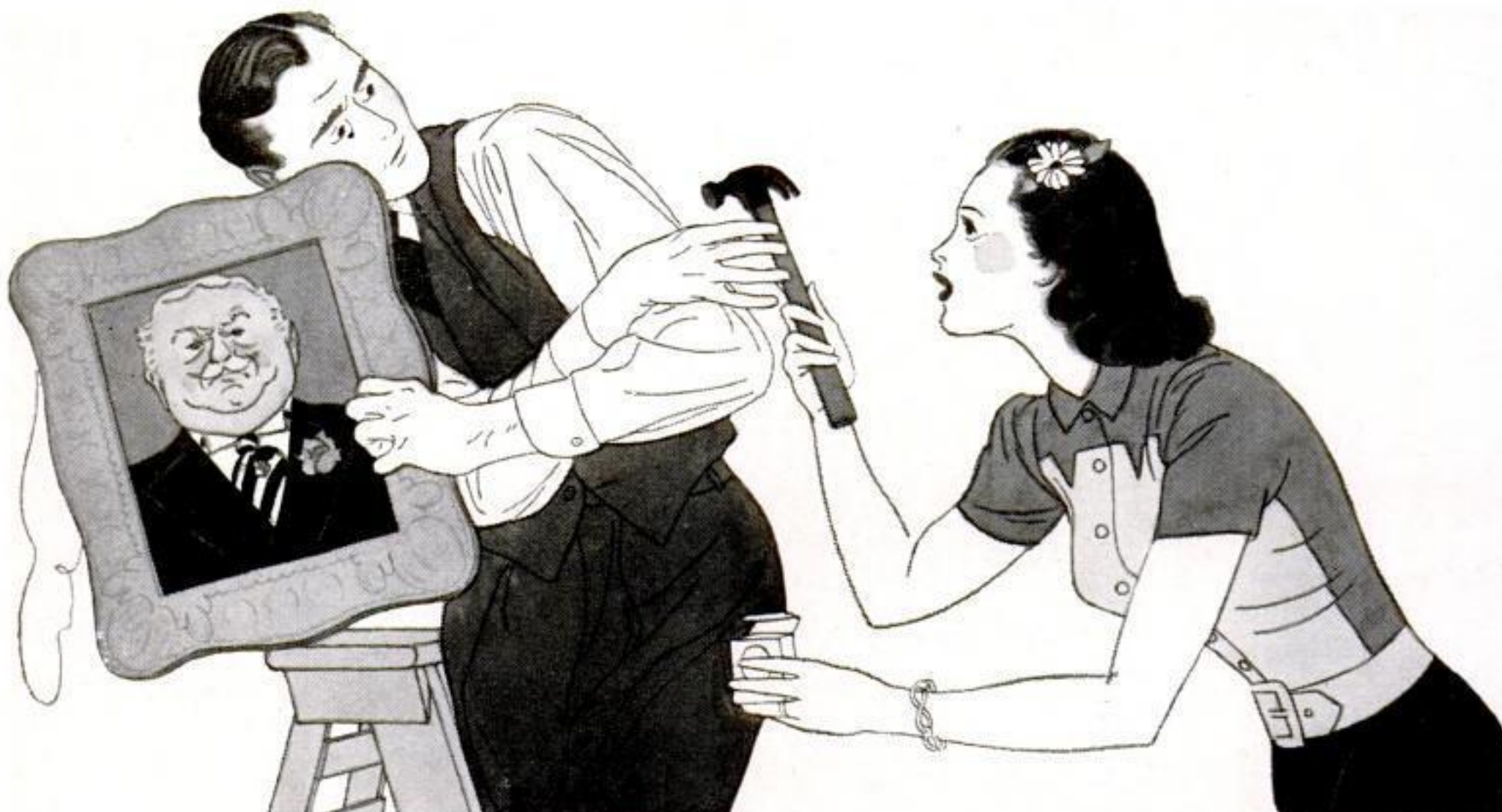
4. WHAT DO YOU SUPPOSE HAPPENED? Well, she had ALL-BRAN every single breakfast. Loved its crunchy taste, too! Before long she was cheerful as a cricket. And—bless me! Yes—Prince Charming came back with his arms full of orchids.

Join the "Regulars" with KELLOGG'S ALL-BRAN

MADE BY KELLOGG'S IN BATTLE CREEK

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Uncle Matt and the Meatball

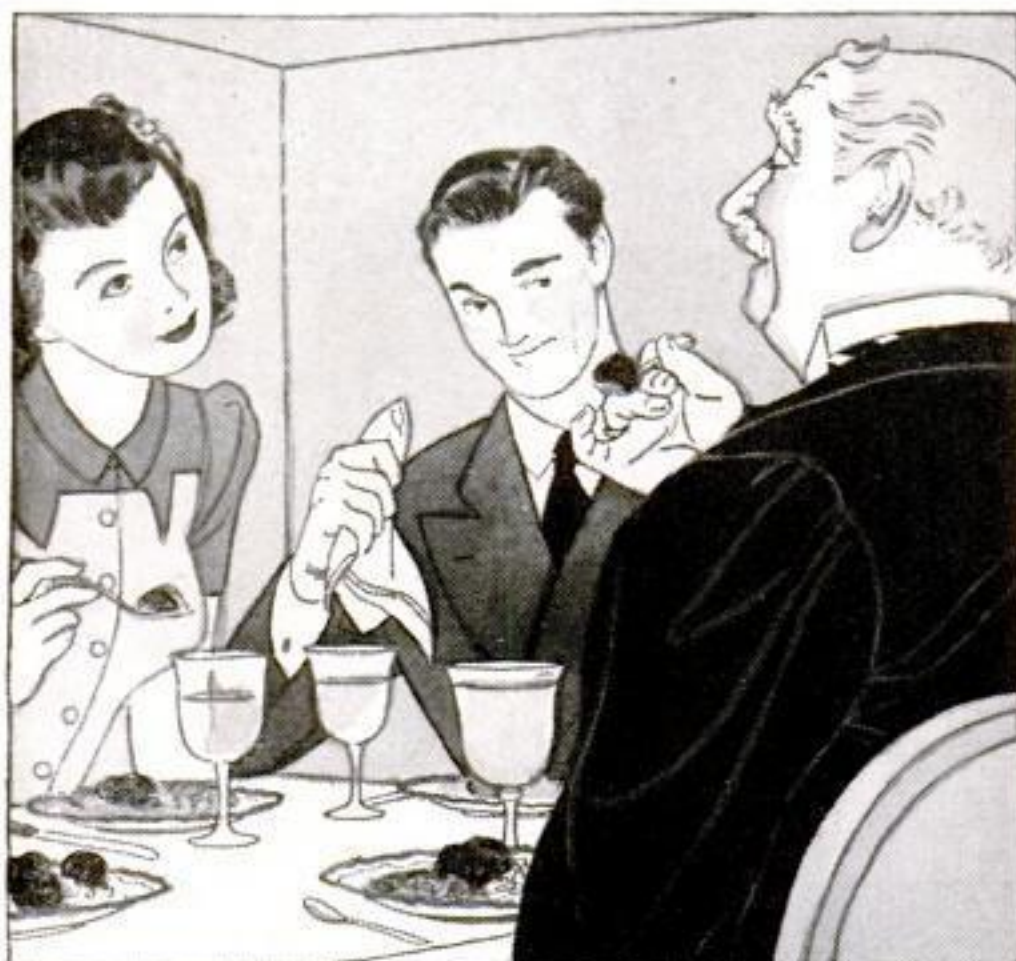


1. Gee, I was mad! Joe's Uncle Matt invited himself to dinner the *last* minute. And how I dread fussing in my bake-oven of a kitchen! Joe had a bright idea. "Take it

easy and serve him a Birds Eye dinner!" he said. "You can fix it in 15 minutes . . . and even picky Uncle Matt can't help liking those swell Birds Eye Foods!"



2. So I went to work. And, *really*, getting the dinner was a snap! I bought some Birds Eye Chopped Steak and made my favorite meatballs out of it. To set them off proper, I decided to serve Birds Eye Wax Beans . . . and that grand *sand-free* Birds Eye Spinach. They both come all washed, ready for the pot . . . so in *three winks* my whole dinner was done!



3. Uncle Matt showed up on the dot. It was a tonic just watching that man put away food! "By Heaven!" he thundered finally. "This is the best dinner I ever ate since I started visiting my relatives!" I *know* I blushed, but I managed to say, "Give some of the credit to Birds Eye *Quick-Frozen* Foods!"



4. "Take that Birds Eye Chopped Steak," I said. "It's just as if I chopped up the tenderest round steak I could buy! Every ounce is *all beef* . . . and you can *always* count on its glorious flavor! It's never too fat or too lean . . . and *really chopped*, not ground. *Chopping* keeps the flavor in the meat!"

5. "And those Birds Eye vegetables!" I babbled on. "They're *lots* fresher-tasting than store vegetables . . . even in summer! My Land, they're *Quick-Frozen* barely 4 hours after picking . . . *garden-freshness* is sealed in at the farm! And don't forget, they come *already* scrubbed clean, ready to cook. Is *that* a relief . . . 'specially these hot days!"



6. "Sounds a little expensive!" Uncle Matt said stiffly. So I was glad to tell him Birds Eye Foods cost no more to serve because there's *no waste* to pay for. "That settles it!" Uncle Matt beamed. "From now on I'm eating all my Sunday dinners here . . . and make sure they're Birds Eye, you hear?" (Gosh!)



7. Where can you buy these luscious foods? . . . You may not always find a Birds Eye dealer right around the corner. For all stores do not yet have these grand foods. But it will be worth your while to look for one. Finding it can bring you the food thrill of your life. Remember, Birds Eye represents only the top quality in *Quick-Frozen* Foods. Therefore, be *sure* you look for the Birds Eye in the window, and the Birds Eye on the package.

Here are a few of these wonderful foods:

Ruby-red Raspberries	Lobster Meat—summer salad treat
Asparagus—grand for salads	Flounder Fillets—boneless, waste-free
Golden Corn—really farm-fresh	Country Style Frying Chicken
Tender, garden-fresh Peas	North Atlantic Swordfish
Tender, young Broccoli	Ready-to-cook baby Lima Beans

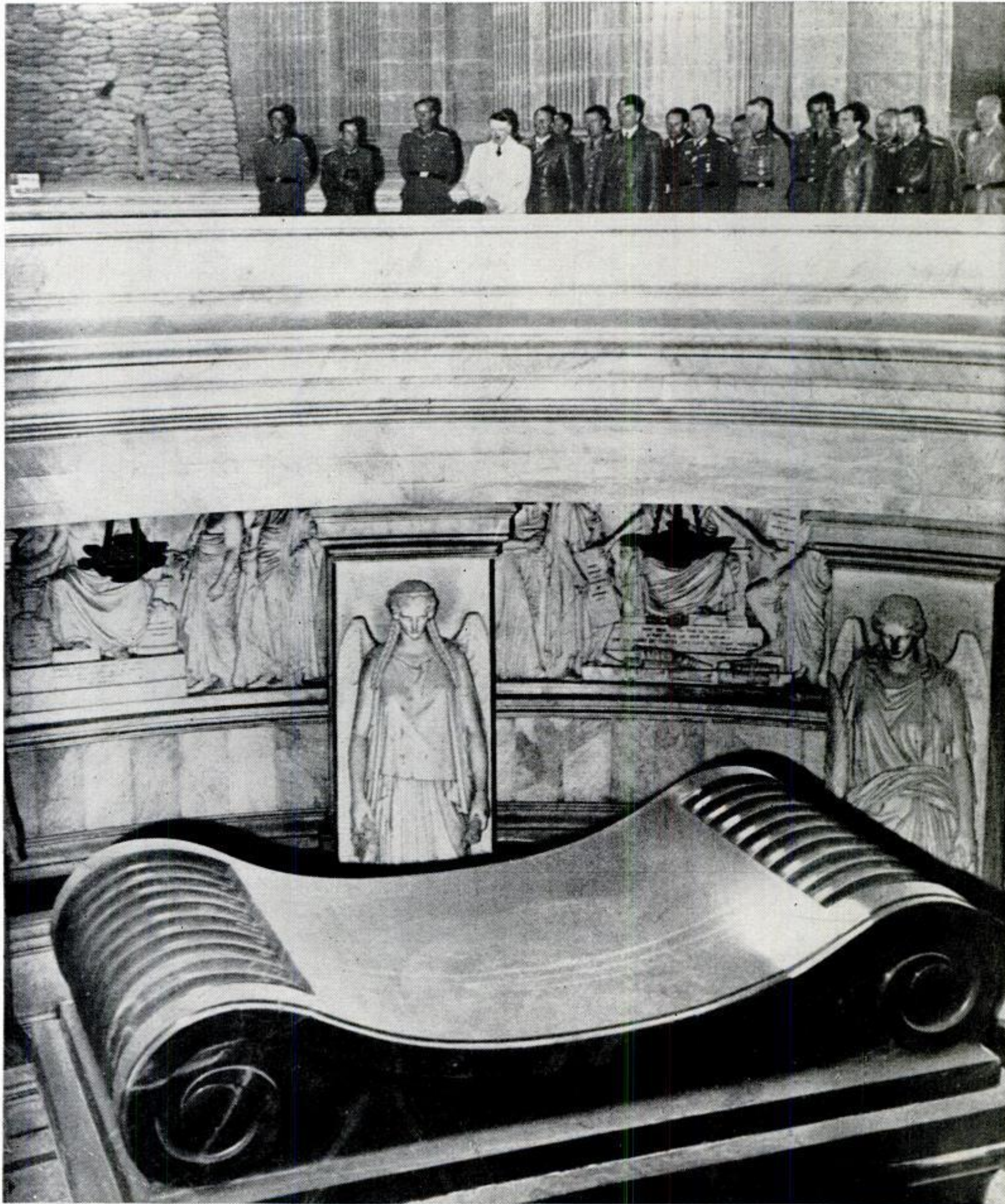
And there are more than 50 others—all cleaned, trimmed, ready to cook or serve. Get a box today!

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ON JUNE 24 HITLER LOOKED DOWN ON NAPOLEON BONAPARTE'S GREAT MARBLE TOMB IN LES INVALIDES IN PARIS

HITLER AND NAPOLEON: TWO "LITTLE CORPORALS" MEET IN PARIS

When Paris fell to its conquerors on June 14, the continent of Europe flickered in the candlelight of confusion. Great and tragic events came to pass in an old railroad dining car at Compiègne, and in a little theater at Vichy. A war petered out in the Alps as a new war spread in the Libyan Desert. In Berlin Adolf Hitler made a triumphal entry. Across the Mediterranean naval guns barked mysteriously.

The picture story of these historic happenings no longer had the blitzkrieg's unity of time and place. The Nazis were taking over. France was pulling her shattered self together. And the war show was under way in the African theater. Last week, after a

month's delay, news pictures of this heterogeneous war and its aftermath began arriving in the U. S. once more by transatlantic Clipper and the pictorial pattern of a great chapter in world history could be put together.

A picture of rare historical significance appears above. It shows the meeting of the two greatest conquerors in modern times. From a balcony under the high dome of the Invalides in Paris on June 24, Hitler, the "Little Corporal" from Austria, looked down on the crypt of Napoleon, the "Little Corporal" from Corsica. Cap in hand and wearing the white duster he uses when motoring, he saw the great porphyry sarcophagus and the twelve massive figures encircling it,

each representing one of Napoleon's great victories.

Now after 132 years Hitler was about to seek the one great victory that Napoleon had missed. Like Napoleon he was going to try to smash the British Empire. Like Napoleon's, his troops and barges were collecting by the English Channel shore. Napoleon's invasion of Britain failed because the British fleet had bottled up his ships in port. But although another British fleet might try to do the same against Hitler, the continent's new conqueror had one new weapon which its old conqueror lacked. The same German planes that had made it necessary to protect Napoleon's tomb with sandbags were already blasting at the British Isles with ever-increasing ferocity.

HITLER SETS ARMISTICE TERMS AT COMPIEGNE, NAZI SOLDIERS SPLASH IN THE SURF



Hitler entered armistice car at Compiègne at 3:25 p. m. on June 21, followed by Field Marshal Göring and Grand Admiral Raeder, both of whom carried their batons.



Hitler sat down next to Göring (*left*) in the chair Foch had used in 1918, clasped his hands, lowered his head and, without looking up at the French seated opposite him, heard General

Nazi soldiers frolic in the surf at Biarritz, once a tourist playground. After seven years spent sacrificing "butter for guns," Nazi soldiers are now enjoying the "butter" of France,

buying lingerie, corsets, *objets d'art*, and Persian rugs for their wives, sightseeing in Paris and at Versailles, feeding the pigeons in the Tuileries and making the rounds of Montmartre.



AT BIARRITZ AND THE FRENCH REPUBLIC VOTES ITSELF OUT OF BUSINESS AT VICHY



Keitel read the Hitler terms. Also present: Ribbentrop (*back to camera*) facing Brauchitsch and Hess, and Raeder whose cap is visible at left. Terms were more severe than in 1918.



Hitler left the armistice car 17 minutes later, without having spoken a word to the French. Twenty-two years earlier he had been an unknown corporal in a beaten army.

France voted the end of the Republic and creation of a one-party Fascist state when the National Assembly met in the cramped Casino's theater at Vichy on July 9. Speaker is Boivin-

Champeaux, a little-known Senator. President of National Assembly was 76-year-old Jules Jeanneney, seated behind speaker, and wearing traditional if now anachronistic full dress.



(continued)



High up in the Alpine passes France and Italy fought a winter campaign in June. Italian infantry, shown here crossing the frontier marked by customs house at right, carried picks to chop away ice.



Down in the Alpine valleys Italian mountain troops with their pack train fought in springlike weather. As Germans had finished French Air Force by then, Italians did not bother to wear helmets.



At Menton on the Riviera they fought in summer weather. Except for branches cut off by flying steel, the resort was scarcely damaged. Italians officially announced 806 men killed in this "war."



Admiral Inigo Campioni, reported to have commanded Italian squadron in July 8-9 battle in Mediterranean, surveys the horizon before giving order to open fire.

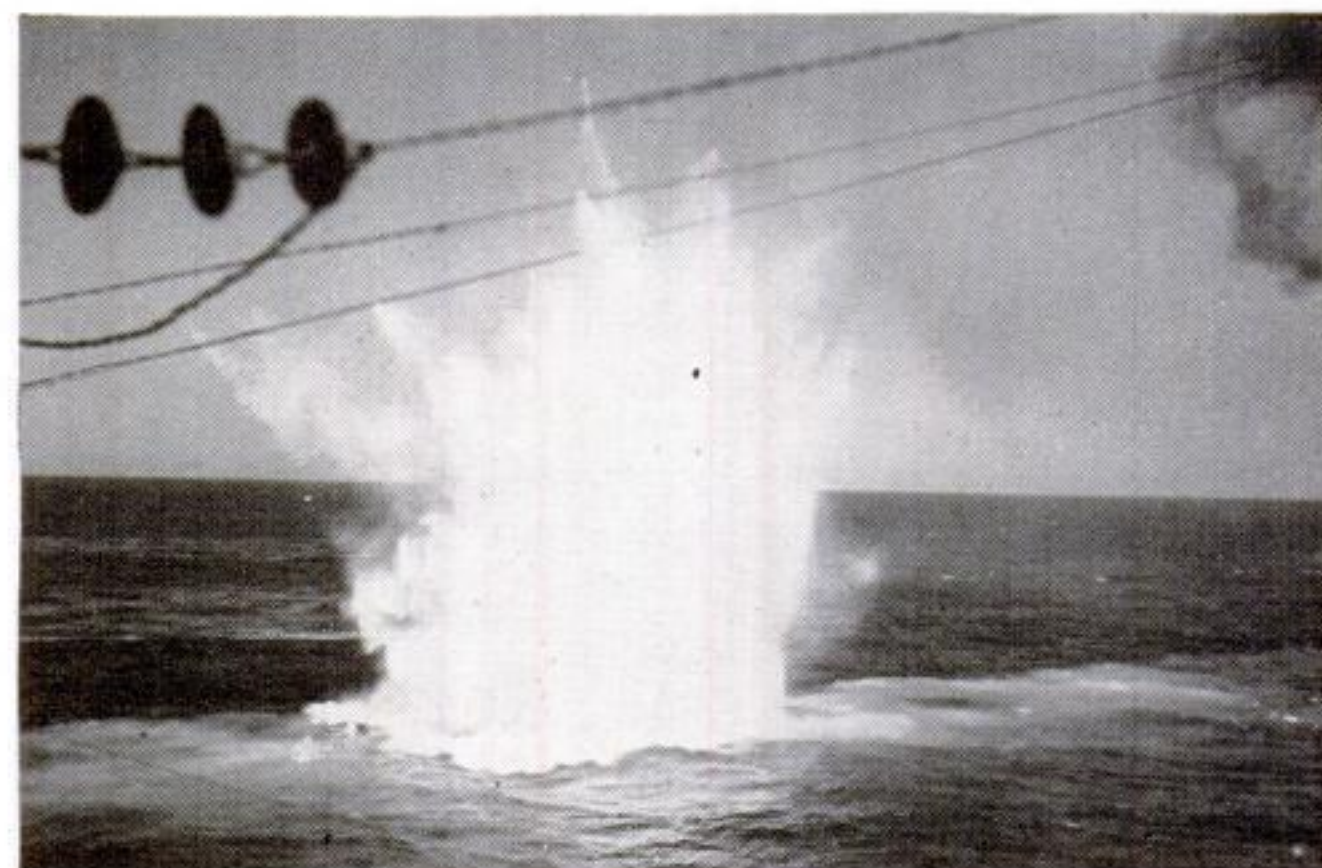
BIG GUNS ROAR IN MEDITERRANEAN AFTER WARLESS WAR ENDS IN ALPS

Shown here are the first pictures to reach the U. S. of the two-weeks-long "warless war" between Italy and France in the Alps and along the Riviera (left) and the inconclusive, controversial battle between Italian and British naval squadrons in the Mediterranean on July 8 and 9.

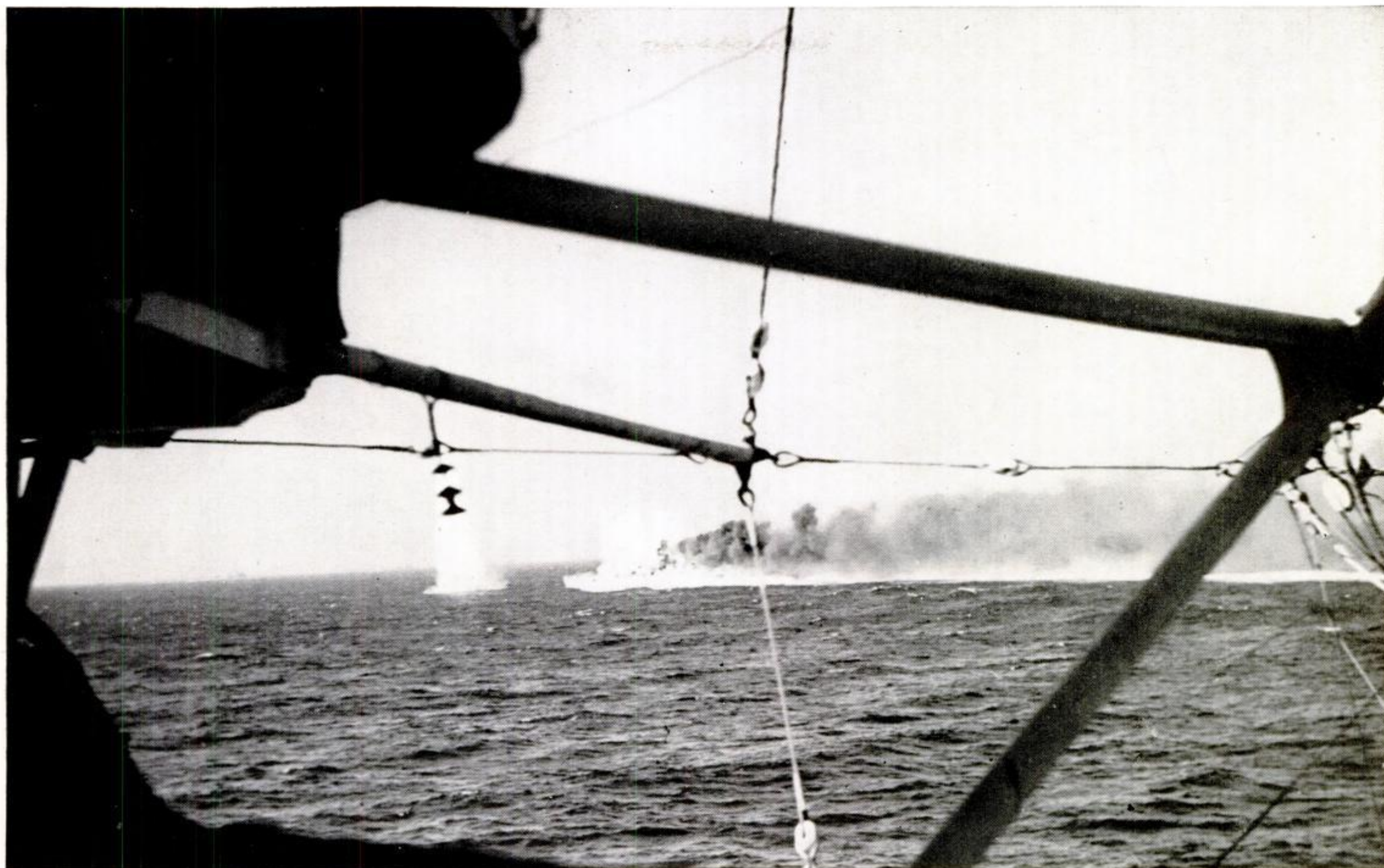
A British squadron out of Alexandria, led by the *Warspite* of Narvik fame and two sister battleships, "accidentally" encountered an Italian squadron led by two battleships off heel of the Italian boot. The Italians, who opened fire, admitted losing a destroyer and suffering 98 casualties on one battleship. Britain denied the claim that a British destroyer was sunk. Contact between the squadrons ceased according to the Italians when the British "ran away," according to the British when the Italians turned the action into "a boat race" by galloping back to their home ports and to the shelter of their coastal guns.

Next day Italian bombers dropped some 200 bombs on the British as they returned to Alexandria. London denied the huge damage Rome claimed, while admitting that the commander of the cruiser *Gloucester* had been killed. Same day at the other end of the Mediterranean, Italian planes potted another British squadron. The British admitted losing a destroyer but denied that the much-abused *Ark Royal* had been hit or the 42,000-ton *Hood* set afire.

On July 19 the Australian cruiser *Sydney* came across two Italian cruisers near Crete. One cruiser scampered home. The *Bartolomeo Colleoni*, one of Italy's fleetest ships, elected to stay. What happened to her no one for once denied. She was sunk.



A 15-in. British shell spans the water with terrific force, splashing close to the Italian flagship which replies with 12.6-in. guns, whose smoke appears at the right.



A salvo from a British battleship firing at the extreme range of about 20 miles straddles the Italian battleship up

ahead which is either the 23,600-ton *Giulio Cesare* or *Conte di Cavour*. Position of the Italian's guns, firing a salvo

in return, would indicate that the British were chasing the Italian squadron and bearing down upon it from right rear.



Turning away and changing its course from what it was in the picture at the top of the page, the same Italian battle-

ship, now astern, fires another salvo at the British from its forward guns. These pictures show that the British marks-

manship at long range was excellent, but that the Italians, with their speedier ships, enjoyed greater maneuverability.

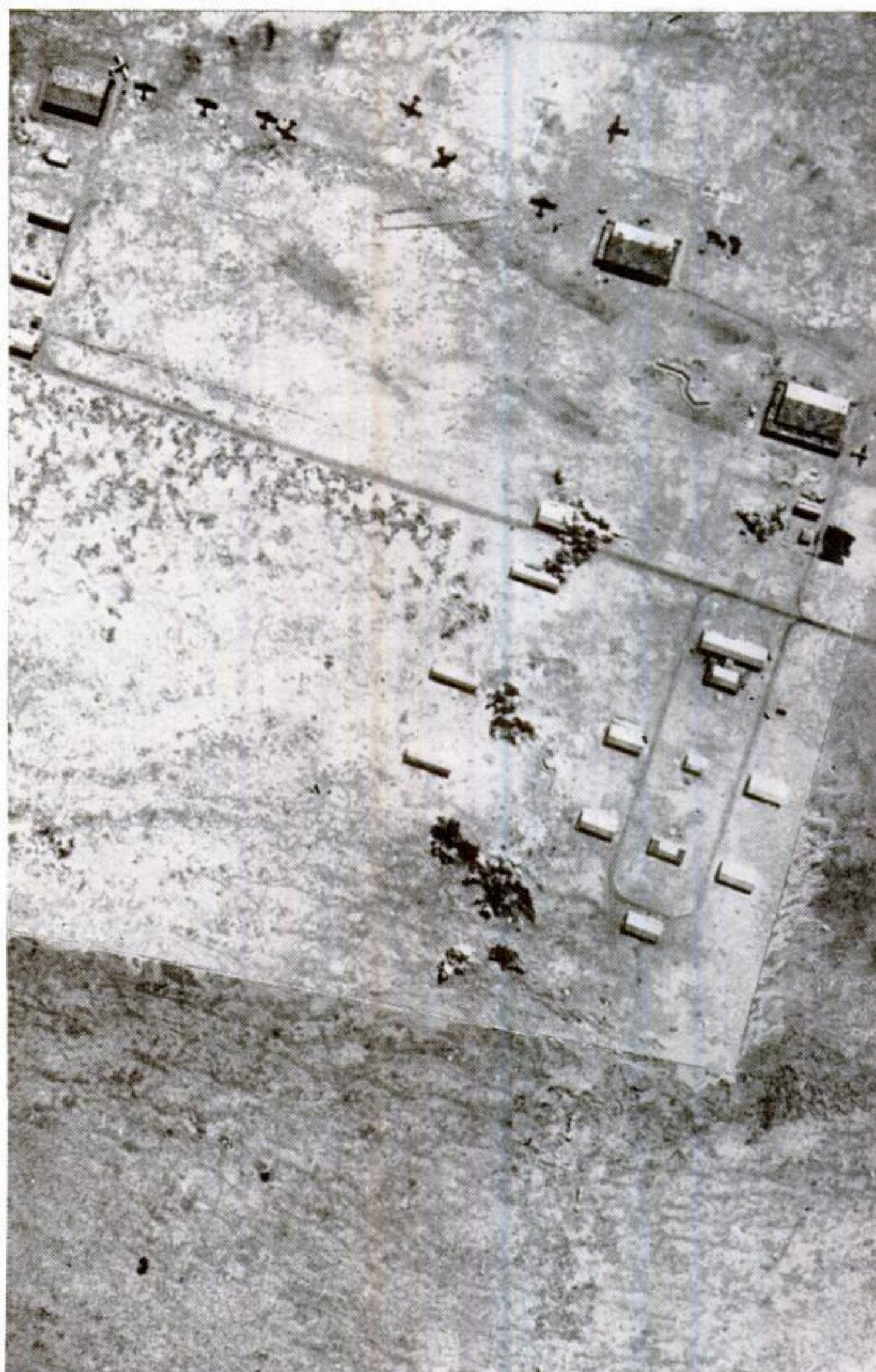
(continued)

HIT-AND-RUN RAIDS PEP UP WAR IN LIBYAN DESERT

The hit-and-run clashes between Italian and British colonial forces along the desolate Libyan-Egyptian frontier is Indian warfare in a vast sand lot instead of a forest. These pictures, the first to show actual fighting on that desert, illustrate how small mechanized units and airplanes try to raid

each other's supply lines, camps and airdromes.

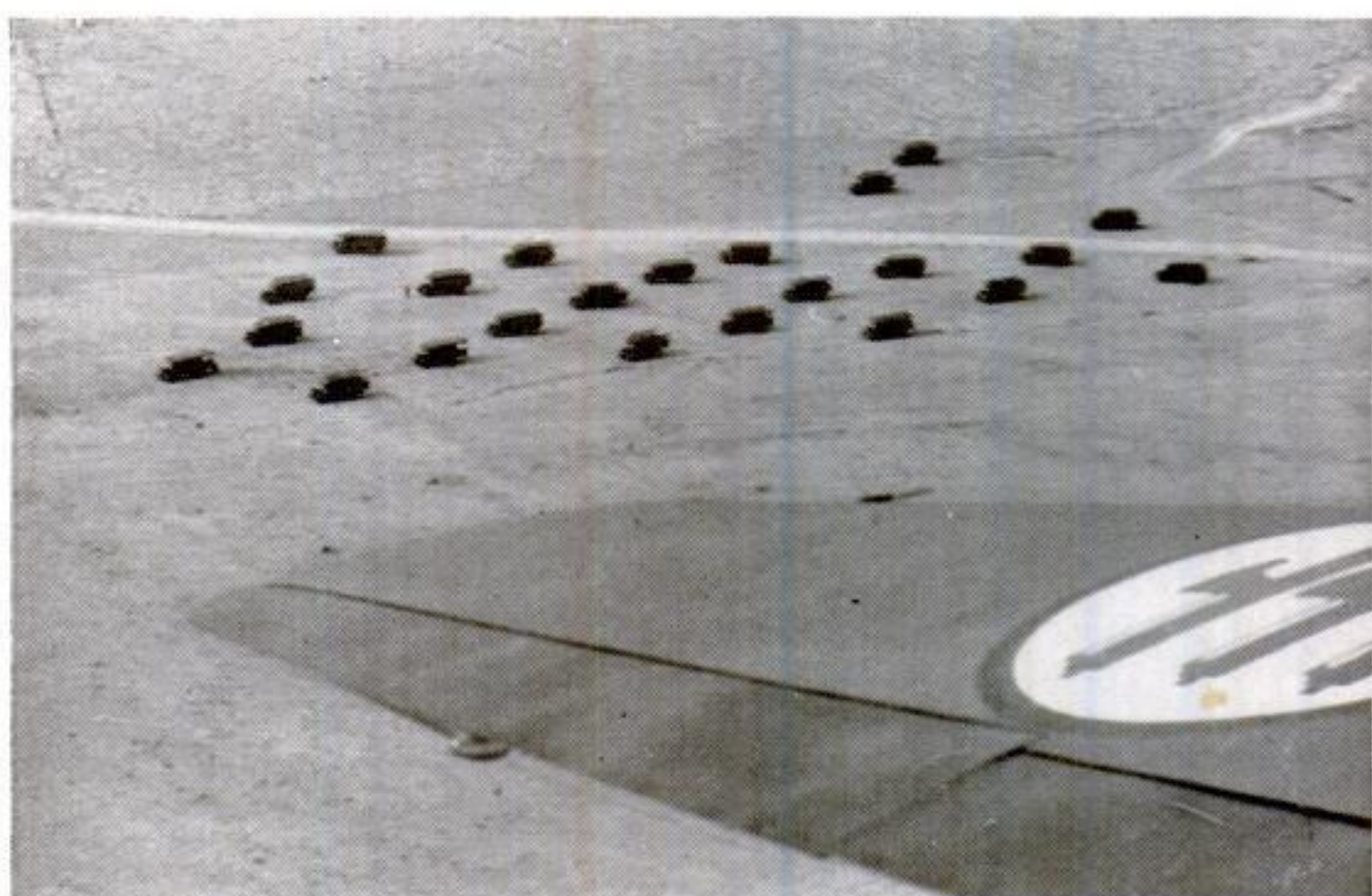
Standout event on this particular front has been the siege of a small Italian garrison in Fort Capuzzo, Libya, since July 5. Although cut off by British tanks and guns from food, water and replacements, the Italians were still holding fast last week.



An Italian airdrome in Libya is raided by British bombers which manage to hit one building and shave another (center), while ten Italian planes remain spread out on the ground. The serpentine trench between the two badly camouflaged hangars at right is an air-raid shelter.



This British armored car appears to have burst a rear tire and apparently stands abandoned in the desert behind the Italian lines where it was on a raid. Apparently this car was not equipped with the usual blowoutproof tires. Lack of water makes big-scale war difficult.



Twenty-three Italian trucks, parked by road leading through Libyan Desert, would make a dream target for a British bomber. However, plane in picture is an Italian Savoia SM 79 bomber with Fascist emblem on wing. Type was used in Spain, is now used against Gibraltar.



Two British trucks, looking like ants, step on the gas and raise ribbons of dust when an Italian plane spots them along a well-beaten supply route somewhere inside the Egyptian border. At this time of year temperature in the shade in this part of the world averages 120°.



Italian supply base in Libya near the Egyptian frontier, photographed by an Italian plane, shows trucks unloading among pitched tents in center of the camp. Trucks are spaced irregularly to avoid forming a concentrated bomb target. In the center of the camp and in

the background fox-hole pits have been dug in the sand to shelter supplies from bombs, and two trucks in the left foreground have been backed into U-shaped pits to save their tires from flying bomb splinters in case of a raid. Note how visible the Red Cross is on the ambulance.

(continued)

BRITISH BOMBER COMES HOME AT DAWN AFTER A NIGHT RAID ON GERMANY

Last week, as hundreds of German and British planes fought for mastery of the sky over the English Channel, a photograph with a great feel of the war in the air about it arrived in the U. S. Reproduced on these pages, it shows an English Hampden medium bomber returning home to its lair at dawn after a lone night prowling over western Germany. The wheels have been lowered and the flaps on the wings are down to cut its speed as it lands. As a precaution against being mistaken for an enemy Dornier bomber and fired on, the pilot has switched on his naviga-

tion light on the top of his plane and up front in the nose the bombardier is signaling the ground crew with his Adlis blinker. After they landed the bomber crew reported to the quizzical, shirtsleeved intelligence officer and gave him a firsthand account of the raid (*right*).

The main missions of the R. A. F. bombers now are to destroy the oil, barge, supply and naval concentrations that Hitler has established along the coasts of Norway, Holland, Belgium and France, to pulverize the German coastal gun emplacements



facing England and to wreck the great armament centers in Germany itself.

So far these daily British raids have not been a glowing success. Although British planes get over the German-occupied Lowlands and France by day, they are unable to pierce the main anti-aircraft defenses in Germany except at night. The R. A. F. has never bombed the heart of the war industries in eastern Germany. Most of its bombs have fallen over the less vital factories of western Germany. The Focke-Wulf airplane works at Bremen (bombed) are not so important as that firm's plant at Johannisthal near Berlin (not bombed). The Krupp works at Essen (bombed) are no longer so big as the Rheinmetall-Borsig works at Düsseldorf (not bombed). The aircraft storage hangars at Paderborn (bombed) are smaller than the underground storage hangars at Wirthheim (not bombed).



PILOT, SEATED IN WICKER CHAIR, TELLS INTELLIGENCE OFFICER ABOUT RAID



(continued)

HITLER MEETS DUCE AT MUNICH ON WAY TO BERLIN IN TRIUMPH

On May 10 Adolf Hitler left Berlin to conquer the West. By July 6 he was back in Berlin, having conquered most of the West, to receive the greatest ovation in his career. While away he had smashed three world empires and squashed a duchy.

From the time when, just after the fall of Paris, he had posed with his staff at field headquarters (*right, top*) until his return to Berlin, he had made a conqueror's Cock's Tour of occupied France and had been deliriously welcomed by his troops wherever he met them on his drive home through Germany.

In Berlin the crowds crowed "*Sieg Heil!*" and blonde Hitler Maidens in pigtails placed flowers in his path (*below*) as he drove up garlanded, flag-draped streets to the Chancellery. There he stood on the balcony saluting and once almost waving to the crowds below who chanted *We Are Sailing Against England*. Bands blared the *Badenweiler March*, his favorite. The German press paid tribute by thinking up new titles for him: "Rouser Out of Stupor," "Leader from Darkness into Light," and finally "Triumphator."

But in his path of flowers Hitler found one thorn: England. To prepare armistice terms for France and to plan his final reckoning with the British Empire he had gone to the Führer House at Munich on June 18 to meet his old friend and last-mile ally, Mussolini. Wearing field uniforms, they had stepped out on the balcony after their talk (*opposite page*) and had been photographed by Hitler's personal photographer, Heinrich Hoffmann. The Duce was literally basking in the light of his reflected glory. His great bulldog jaw softened into a warm, fleshy smile. In satisfaction at the thought of France's defeat, he patted the railing in front of him. The Italian blacksmith's son looked very much as if he considered his greatest battle over—and won. Chancellor Hitler was in a different mood. His eyes were fixed, the skin clung tightly to his face. The Austrian customs officer's son looked very much as if he thought his greatest battles were just beginning.



Hitler Maidens sprinkled flowers along Hitler's triumphal route in Berlin. To guard Hitler against injury, it was verboten to throw flowers.



With his smiling staff Hitler posed at his field headquarters near the front in France the day after Paris fell. Chief of High Command Col. Gen. Keitel stands to

left of him, Artillery General Jodl to right. Other staff members include Press Officer Dietrich (*left of Keitel*), and Hitler's photographer Hoffmann at extreme right.



As he drove back to Berlin, Hitler was cheered at close quarters by his troops at Langemarch. Below: in a new Mercedes fitted with special headlight slits for blackouts

Hitler drove up flower-strewn Saarlandstrasse in Berlin before his saluting followers. Bodyguards followed in cars and people were kept at a respectful distance.





LIFE ON THE NEWSFRONTS OF THE WORLD

Washington mulls over a plan that might save Britain as Senate Committee approves U. S. conscription

As another week passed, and still the dreaded blitzkrieg against Britain did not begin, a new hope crept into the press, into American minds. Maybe, from underrating the German war machine in the past, they had gone too far and been overrating it since the fall of France. Maybe, after all, Britain had more than a desperate fighting chance to survive—and maintain America's shield in the Atlantic. Maybe the Battle of Britain was to be no more than a steady intensification of the air and sea raids already begun.



HALIFAX

It was reported that Göring, Goebbels and General Keitel considered the risks of invasion too great, that among Nazi bigwigs only von Ribbentrop and Himmler were still urging it. Joseph Stalin, who last week accepted the "requests" of Latvia, Lithuania and Estonia to join his Soviet Union, continued to keep Hitler taut against trouble in the Balkans. Representatives of Hungary, Rumania and Bulgaria trod each other's heels as they were summoned to Salzburg and Munich for instructions. Britain, backing up the determination voiced by Lord Halifax in his Christian-soldierly rejection of Hitler's peace bid, announced that this week it would extend its blockade to Spain and Portugal, thus including all continental Europe.

As air raids on both sides speeded up, the R. A. F. claimed substantial damage to naval yards, air bases, aircraft factories, oil depots, communications lines in Germany and occupied territories. Rhineland residents were reported terrorized by the British bombers.

On the debit side, German bombers continued to hammer away at Britain with unspecified damage. And on July 26 occurred the biggest sea battle yet fought in the English Channel. Waves of German bombers, accompanied by nine speedy motor torpedo boats, attacked a British convoy of 21 ships. Two British destroyers and two torpedo boats sped to the rescue, sent the German boats scuttling away behind a smoke screen. But by British admission, both destroyers were hit by bombs, five ships of the convoy were sunk, five damaged. Germans claimed eleven of the 21 ships were sunk, bringing their bag to 100,000 tons of British shipping in the preceding 48 hours.

This significant skirmish helped focus attention on a widely overlooked problem of British defense—and a widely ignored way for the U. S. to help in it. On July 24 the bounding little Briton who is the subject of LIFE's Close-up this week, Minister of Aircraft Production Lord Beaverbrook (see pp. 70-81), interrupted a broadcast to tell his listeners of "great news for you, indeed" just come from America. Secretary Morgenthau, he



ROOSEVELT

announced, was arranging to have the U. S. send Britain up to 3,000 planes a month over & above its present orders. This sounded wonderful, and Secretary Morgenthau, announcing that the British were ready to put up billions for U. S. plant expansion,

talked as though it might actually happen pretty soon. Then Defense Commissioner William S. Knudsen spoke up. In August the U. S. is scheduled to produce exactly 895 planes which could have military use, 174 of them commercial transports. It cannot, he said, begin producing a total of 3,000 planes a month, let alone 3,000 for Britain above U. S. needs, until 1942. With that cold douse of realism, most Americans settled back into the feeling that, however dire a disaster to the U. S. the fall of Britain might be, there is nothing much we can do about it now.

Actually, there is something the U. S. could do, now. Britons reject the prospect of defeat by bombing. If they are beaten, they say, it must be by invasion or blockade. Any sizable invasion must be by sea. Best boat to repel a blockade or a sea invasion—the largest one, in fact, that is practicable for use in the narrow waters of the English Channel—is the destroyer. Britain, though still well supplied with larger ships, is said to be dangerously short of destroyers. The U. S. has 236, all of them ready for action (LIFE, July 15). Many responsible and informed Americans believe that 50 of those destroyers sent to Britain now might tip the balance against German invasion.

In Washington, among the President and his Cabinet, among admirals and pundits, the question of selling U. S. destroyers to Britain has been a subject of serious discussion for weeks. Yet Americans at large have heard almost nothing about it. In a matter that may so vitally affect their national future, they should hear, and from the one man equipped to tell them with authority: the Commander in Chief of the U. S. Navy & President of the U. S.

Conscription. To a Plattsburg rookie engaged at the moment in kitchen police duty came news July 25 that he had been appointed Assistant Secretary of War, thereby outranking all the corporals, sergeants, lieutenants, captains, colonels and generals in sight. The rookie was Circuit Judge Robert Porter Patterson of New York, 49, who as an A. E. F. major won a D. S. C. and served in the same division as Secretary of War Stimson. Able, experienced Louis A. Johnson, who as Assistant Secretary of War has been the mainspring of U. S. preparedness for the past three years, was offered a job as administrative assistant to the President, to function as his "eyes and ears" on progress of national defense.



PATTERSON

To some 42,000,000 U. S. males between 18 and 64 came news that they would probably be called shortly to register for national-defense service. With amendments providing for one year's training and \$21 a month pay, the Senate Military Affairs Committee approved the Burke-Wadsworth selective-service bill as the House Committee began hearings on it. Biggest news for most was a War Department promise that men with wives or other dependents would not be summoned for service in peacetime, an opinion that only those from 21 to 30, inclusive, would be called for the first draft of 400,000 men whom General Marshall wants to fill up Army and National Guard ranks by Oct. 1, 1940.

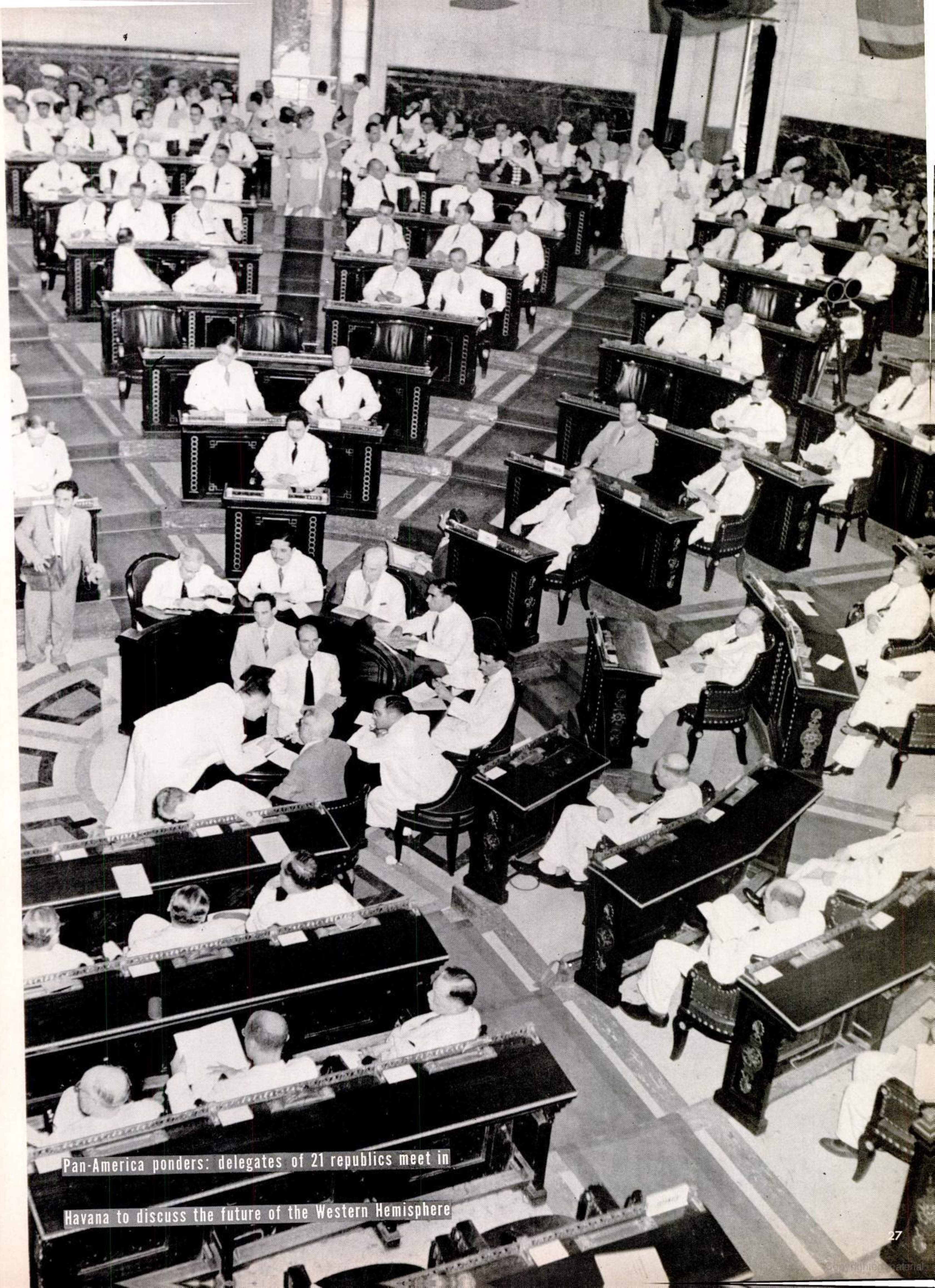
Oil & Scrap. Biggest accomplished fact of last week's U. S. news was President Roosevelt's decision to add oil, oil products and scrap iron & steel to the list of U. S. materials that may not be exported without a Government license. Announced purpose of this move was to conserve these materials for U. S. defense. Results will be: 1) to cut off the supply of U. S. oil and gasoline believed to have been reaching Germany through Spain; 2) to cut off from Japan much of the basic war materials it has been using to supply its armies in China. From oil-less, iron-less Japan, which last year bought 65% of its oil and 85% of its scrap from the U. S., came howls of rage, threats to retaliate by cutting off U. S. supplies of rubber and tin from the East.

PICTURE OF THE WEEK

In its issue of July 22 LIFE printed maps which showed that while semitropical Latin America, in normal times, does more of its trade with the U. S. than it does with Europe, the faraway temperate region that includes Argentina, Chile and Uruguay does 70% of its trade with Europe and only 15% with the U. S. Last week in Havana those maps came to life. Most urgent question before the delegates of the 21 American republics gathered in Cuba's Capitol (see opposite page) was what to do about Danish, French, Dutch and British possessions in the Western Hemisphere which a victorious Germany may try to take over. U. S. Secretary Hull proposed a plan of "collective trusteeship" by which a commission including one member from each of three American republics would promptly assume administration of any threatened territory, returning it to its original sovereign or granting it independence when danger was past. Dr. Leopoldo Melo, chief of the Argentine delegation, is personally a good friend to the U. S. But Argentines, proud and jealous of their power and prestige, envious and fearful of the U. S., do not see how the U. S. can ever replace Europe as customer for their wheat and beef and corn. Hence, to Secretary Hull's scheme, Dr. Melo entered objections. No such occupation, he said, should be undertaken without consulting the people of the territory involved. And as occupation of a threatened territory might involve war, Argentina could not bind itself in advance, since only its Congress can put Argentina into war. Secretary Hull, who believes that Pan-America may have to act, and act quickly, within a few weeks, took off his coat and went to work on Dr. Melo. From Havana at week's end came reports that he had achieved a great personal triumph, winning over the Argentine to marketing agreement and a solid Pan-American front against territorial grabs, fifth-column borings.



MELO AND HULL AT HAVANA



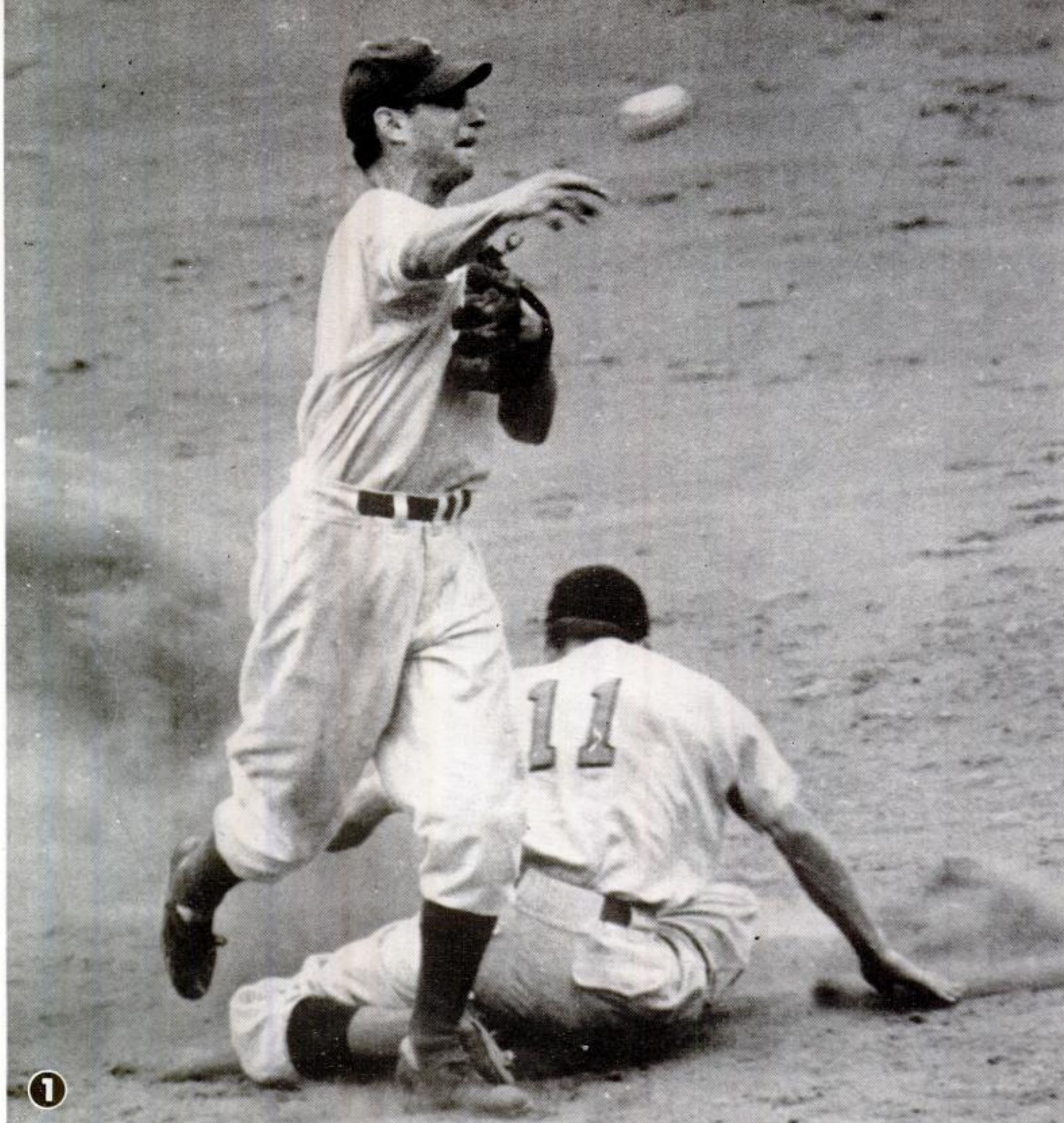
Pan-America ponders: delegates of 21 republics meet in Havana to discuss the future of the Western Hemisphere

REDS AND DODGERS USE THEIR FISTS IN FIGHT TO LEAD THEIR LEAGUE

The best team in the National League this year has been the Cincinnati Reds, who are in first place. The scrappiest team has been the Brooklyn Dodgers, who are in second place. On July 23 the two teams met in a crucial series at Ebbets Field, Brooklyn. The Reds won two baseball games and the Dodgers won a fist fight.

The fight started when Lonnie Frey of Cincinnati with spikes high plowed into the Dodger second baseman, Pete Coscarart. Knocked off balance, Coscarart threw wild to first base, ruining a double play. Then he pounced angrily on Frey, belabored him with fist and glove.

In less time than it takes an umpire to say "st-rrii-ke the-rrr-rreee" the infield swarmed with players of both teams. They were of two minds—one to join the fight, the other to stop it. For a few moments the air was filled with fists. Since baseballers are traditionally more eager than efficient in boxing, few punches landed. When the air and the infield were cleared, the battle's casualties were: Reds 3, Dodgers 0. The Reds, however, won both games of the doubleheader and went seven games in front of the Dodgers. Next day Frey of the Reds and Coscarart and Wyatt of the Dodgers were fined \$25 each.



1 FREY SLIDES HARD INTO SECOND, JOLTING COSCARART WHOSE THROW TO FIRST SLIPS WILD OFF HIS FINGERS



2 Coscarart pummels Frey (on ground). Dodger Shortstop Reese (No. 1) grabs Coscarart's arms.



3 Another Dodger, Third Baseman Lavagetto (No. 5), hurries over to help Frey who is having his hands full trying to make peace.



4 The fight gets hotter. Dodger Pitcher Whitlow Wyatt (No. 17), who was spiked by Frey last year, comes in and slaps Frey with his glove.



5 Cincinnati moves in as players of both teams stream out of their dugouts toward second base.



6 Forced peace settles over infield as players and umpires shove the belligerents out of fist range. Limping at the left is Thompson.



7 Casualties were Thompson (second left): spike wound; Frey (second from right): beautiful black eye. Another Red got a black eye too.



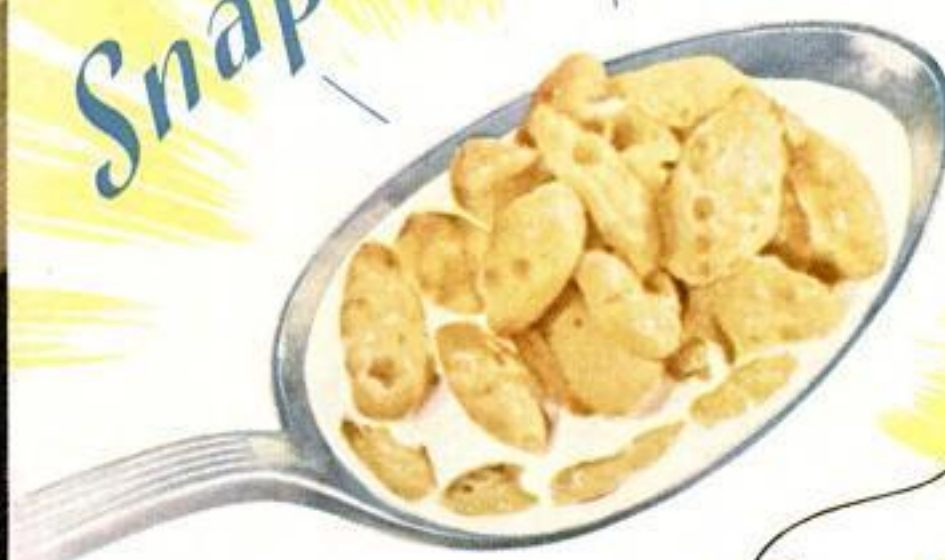
Speaking
of lasting

Crispness

Delicious with fresh, frozen, cooked or canned fruits.



Snap! Crackle! Pop!



Who says breakfast can't be an event? Spring Kellogg's Rice Krispies on your family tomorrow and watch everybody pitch in!

Youngsters go for their distinctive snap! crackle! pop! as they float on milk or cream. It tells of amazing crispness . . . the kind that lasts to the final spoonful. Grown-ups rave about their rich, tantalizing goodness . . . utterly unlike any other cereal you ever tasted before.

You see, Rice Krispies are flavored according to a unique Kellogg recipe. Then they're "popped" in ovens and toasted carefully to a tempting, golden-brown.

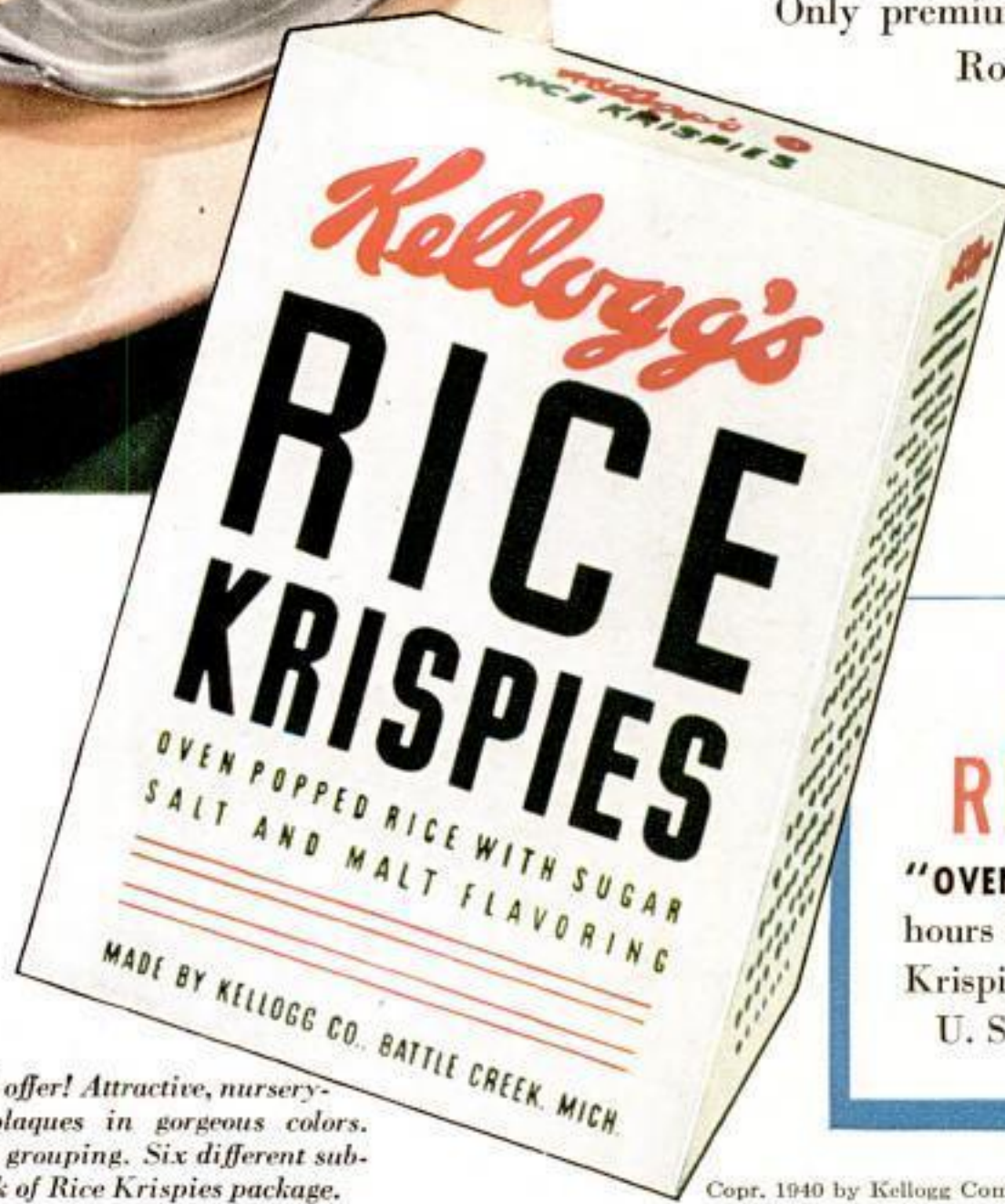
Only premium-quality, American-grown "Blue Rose" rice is good enough for Kellogg's Rice Krispies. And you can be sure they'll always be crisp. Kellogg's exclusive inner-wrap does it! It's "Waxtite" heat-sealed at both top and bottom.

MADE BY KELLOGG'S IN BATTLE CREEK

SAILING, SAILING, SAILING
WITH A CREW BOTH
BRAVE AND BOLD.
WE'VE BLACKBERRIES
ON THE DECK—
RICE KRISPIES IN THE HOLD!



Sensational offer! Attractive, nursery-rhyme wall plaques in gorgeous colors. Proper size for grouping. Six different subjects. See back of Rice Krispies package.



KELLOGG'S
RICE KRISPIES

"OVEN-POPPED" Rice Krispies float for hours in milk or cream. The name "Rice Krispies" is Kellogg's trade-mark (Reg. U. S. Pat. Off.) for oven-popped rice.

Copr. 1940 by Kellogg Company



Glamorous Kay Francis, now packing movie houses as the star in "When the Daltons Rode," latest triumph of Universal Pictures, is caught here in the mood for a chat. She says:

"Helping someone else select her silver pattern is sometimes a little difficult—one hates to be too emphatic about so personal a choice.

"But this is what happened when a friend of mine and I clapped our

eyes on 1847 Rogers Bros.' pattern, 'First Love.'

"We both said in one breath, 'That's it!' And we haven't changed our minds since. You see, 'First Love' is not only simple yet rich, but its beauty 'grows on you'... every line seems lovelier every time you see it.

"Such deep etching, such smoothly curving contours suggest hand-made sterling. See 'First Love', and see if my taste is yours!"

"See if my taste is yours" suggests Kay Francis



"FIRST LOVE"
IN
1847 ROGERS BROS.

"AMERICA'S FINEST SILVERPLATE"

Something new under the sun is 1847 Rogers Bros.' creation, "First Love." To create it, new inventions, new skills were required. For "First Love" brought for the first time to the world of silverplate *the look of sterling*. Before "First Love," only solid silver had such high-raised motifs.

See "First Love" tomorrow at your 1847 Rogers Bros. dealer's. Learn how sets or open-stock pieces in this or any 1847 Rogers Bros. pattern

may now be had at the lowest prices in years—and on easy terms. See for yourself that each lovely piece bears the proud year-mark 1847. International Silver Company, Meriden, Conn.

TUNE IN SUNDAY—*The Silver Theater Summer Show: "FUN IN PRINT."* 6 P.M., E.D.S.T.; 5 P.M., E.S.T., C.D.T.; 4 P.M., C.S.T.—Columbia Basic Network.

HERE ARE BIG MOMENTS FOR STARS IN SUMMER PLAYS

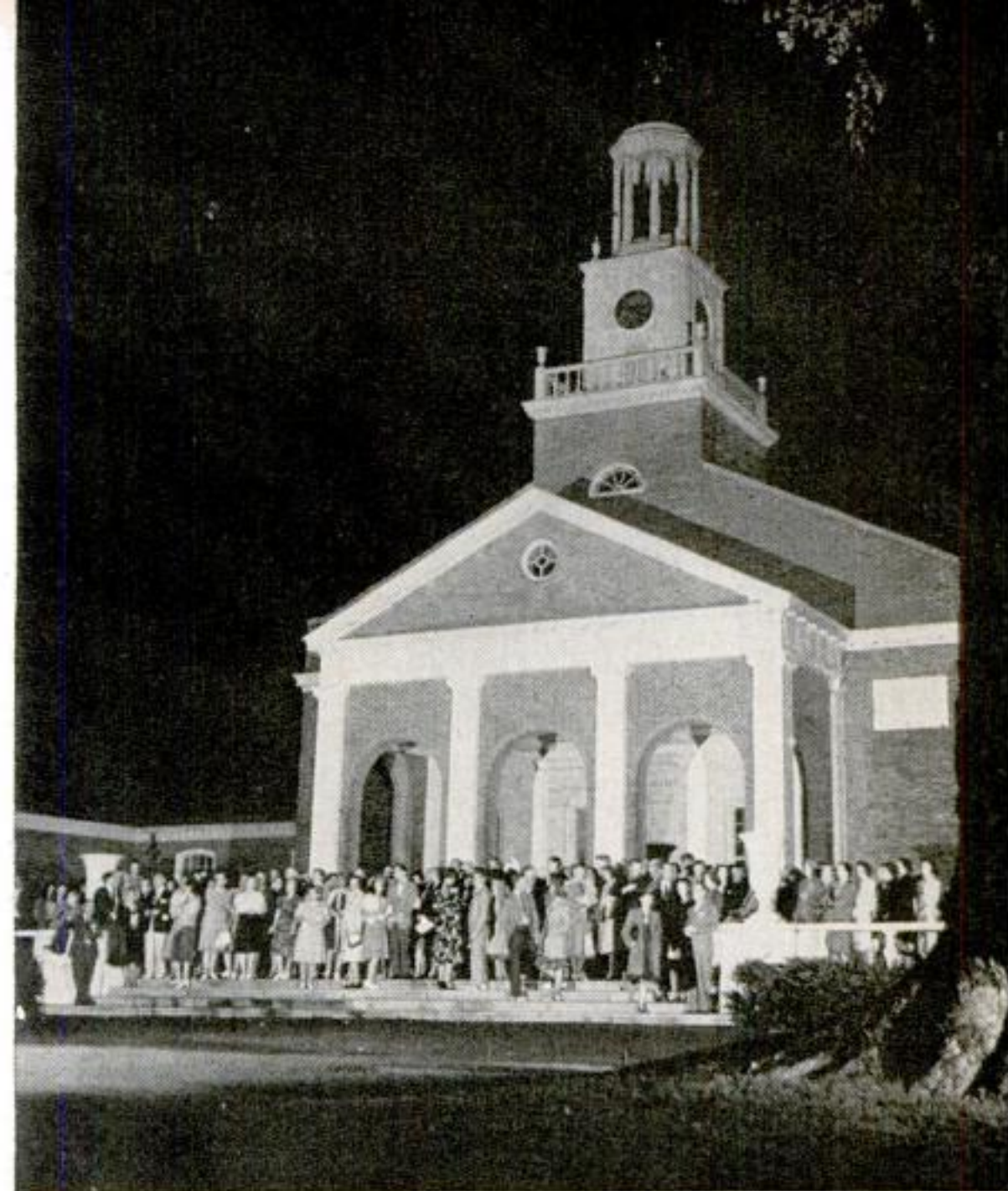
On this page are five scenes of married life acted in summer theaters. Besides proving that stage lovers have a pretty terrible time, they show that rural audiences are currently seeing the largest troupe of stage and screen stars ever to play the straw-hat circuit. Even well-known authors are acting for any country folk who can pay a dollar.

When such a star as Miriam Hopkins or Tallulah Bankhead decides to tour the straw hats, she picks out some established play suitable to her talents. In some cases she takes her own company with her. More often she performs with the resident actors who rehearse without her in advance. She usually drops in Sunday and they spend the day trying to synchronize their performances for Monday opening. For her week's work, the star receives from \$150 to \$1,000, plus a percentage of the box office. To boost this percentage she may allow the local citizens to see her scurrying around in slacks. She may dine at the country club or even attend a

woman's club luncheon. She will be gracious about giving her autograph.

This summer on the Eastern seaboard 80 rural theaters, against 70 last summer, are operating on an Equity basis. This means they must hire six actors at a minimum weekly wage of \$40. Most of them got off to a bad start due to "weather, war and Willkie." But by now the visiting stars have given them a shot in the arm and business has picked up.

The success of summer theaters, say experts, is beginning to have far-reaching effects. Such stars as Bankhead and Barrymore have learned that the public will pay reasonable prices to see them in good plays. They plan now to continue their tours into larger cities next fall. Further, the straw hats have helped establish a repertory of modern American drama. *Ah, Wilderness*, *Biography* and *Our Town* are already taking their place as young classics. On next pages are more scenes from summer plays, not all of them classics, but pleasant to see on August nights.



Clinton Playhouse in town hall at Clinton, Conn. is one of tidiest summer theaters. Audience gets air between acts.



Lili Damita as Tondeleyo, the fickle half-caste girl, gets choked to death for trying to poison her sick husband (left) in Leon Gordon's tropical thriller at Guilford, Conn.



Tallulah Bankhead swats her husband for saying she is not a decent companion for his daughter. She plays at Maplewood, N. J. while touring in title role of Pinero's tragedy.



Irene Castle wakes in her husband's arms in Noel Coward's dreamlike fantasy of marriage troubles given at Clinton, Conn. During play she dances in her famous ballroom style.



Sinclair Lewis at Spring Lake, N. J. acts in his own play, written with Fay Wray. Here with Marcella Parson, he shows plight of middle-aged man married to a gay girl of 22.



Miriam Hopkins in Molnar's comedy is courted by her jealous husband (Kent Smith) who disguises himself as soldier to test her fidelity. She played at White Plains, N. Y.



Christopher Morley, author of *Kitty Foyle*, rehearses role of commentator in Thornton Wilder play at Locust Valley, N. Y. where he also staged his own play, *Soft Shoulders*.

CALOX MOVIE QUIZ... No. 9

Famous for his
sparkling
CALOX SMILE...

WHO
IS HE?

Star of
"MY FAVORITE WIFE"
an R. K. O. Picture



CLUES

by Harriet Parsons,
Famous Hollywood
Columnist

1. Who is one of the most popular Hollywood bachelors?
2. Who starred in "Gunga Din" with Victor McLaglen?
3. Like many other stars, he uses Calox to help keep that "Hollywood Sparkle." Who is he?

(Check your answer below. Star's name is at bottom of page*)

TRY THIS
FINGER-NAIL TEST
—PROVE CALOX
POLISHES
SAFELY



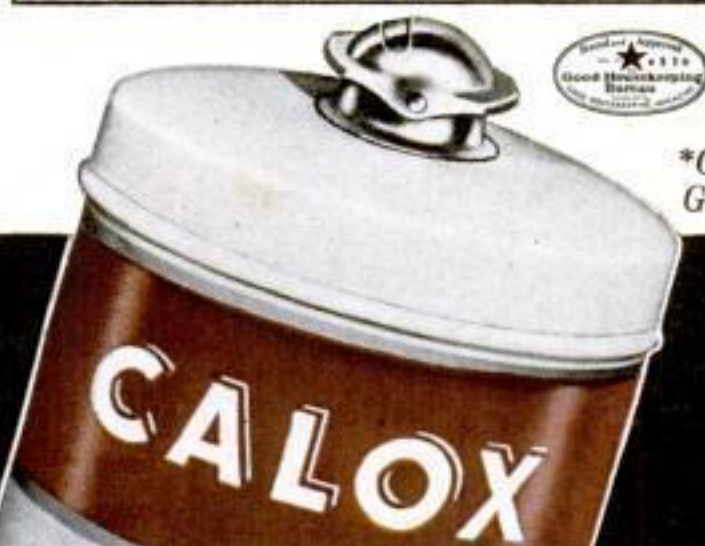
Make this easy test: pour a little Calox Tooth Powder on a nail buffer, then rub your finger nails vigorously. Now look at them! See their high polish—proof that Calox contains no harsh abrasives—cannot harm the softest tooth enamel!

Calox Tooth Powder attacks ugly film and surface stains because it has not only 1 or 2, but FIVE CLEANSING AGENTS. You can feel the surging foam of Calox go into split-second action. You can see the new, high polish on your teeth as Calox helps you to win that "Hollywood Sparkle." Brush your teeth with Calox for 30 DAYS! And you'll notice a marked improvement in your smile... a smile that mirrors teeth naturally whiter and brighter!

CALOX TOOTH POWDER

Try Calox Antiseptic—Refreshes
the mouth, sweetens the breath.

Helps your "Teeth shine like
the stars" by bringing
out natural lustre



*Cary
Grant

Dot wins romance and a "HOLLYWOOD SPARKLE"!



1 Jim: "What's this I hear about one of you girls being promoted up front next week?"

Dot: "Not me. With dull, dingy teeth like mine I haven't a chance."



2 Jim: "Be smart, Dot. Try Calox Tooth Powder! Its 5 Cleansing Agents do a swell job on surface stains. You can actually see Calox help you win that 'Hollywood Sparkle'!"



3 Bud: "Say! The boss' new secretary has a smile that knocks 'em dead! Wonder if she's dated up tonight?"

Jim: "Don't wonder any more, my boy. She is. With me!"

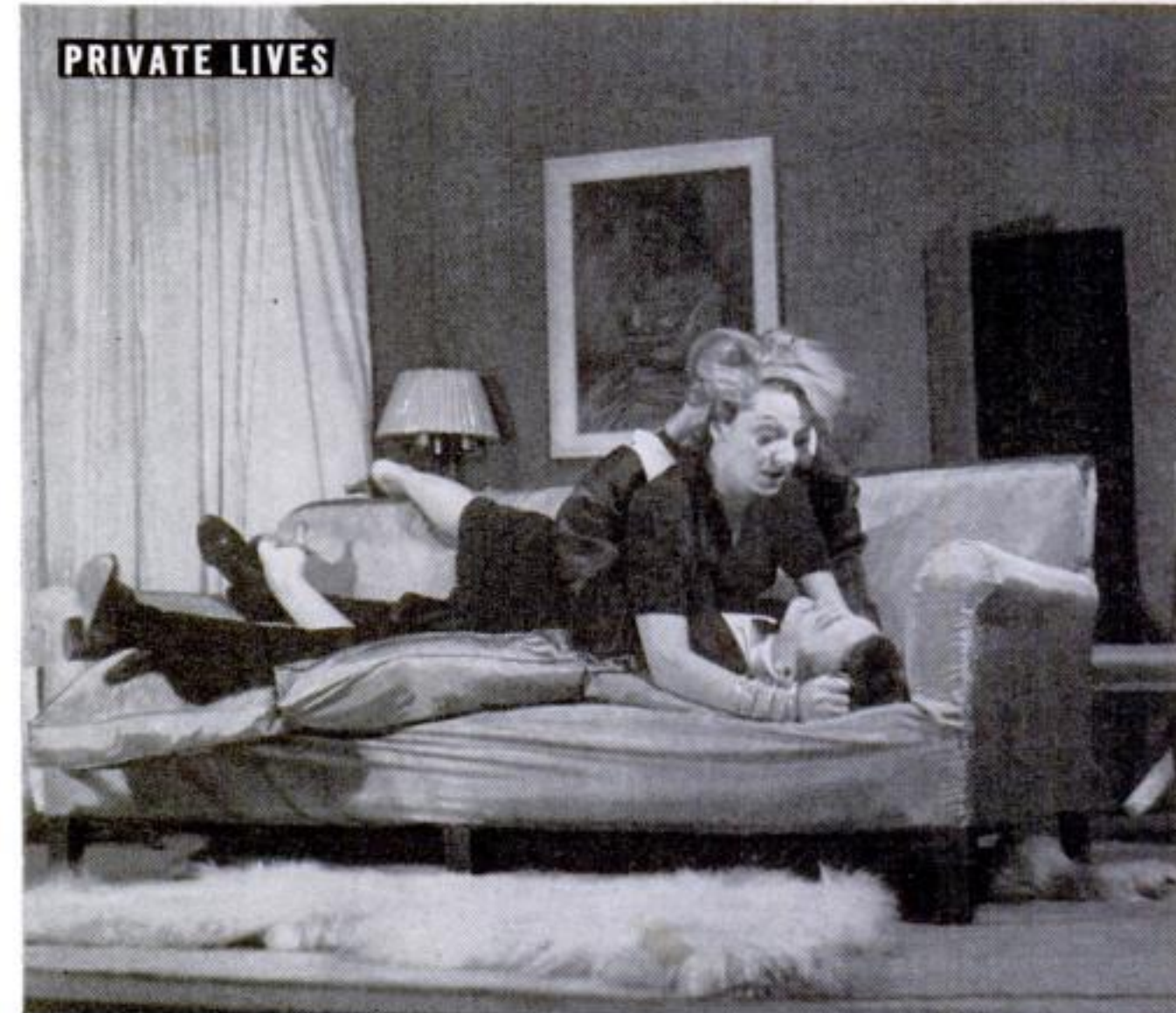
Summer theaters (continued)

MARGIN FOR ERROR



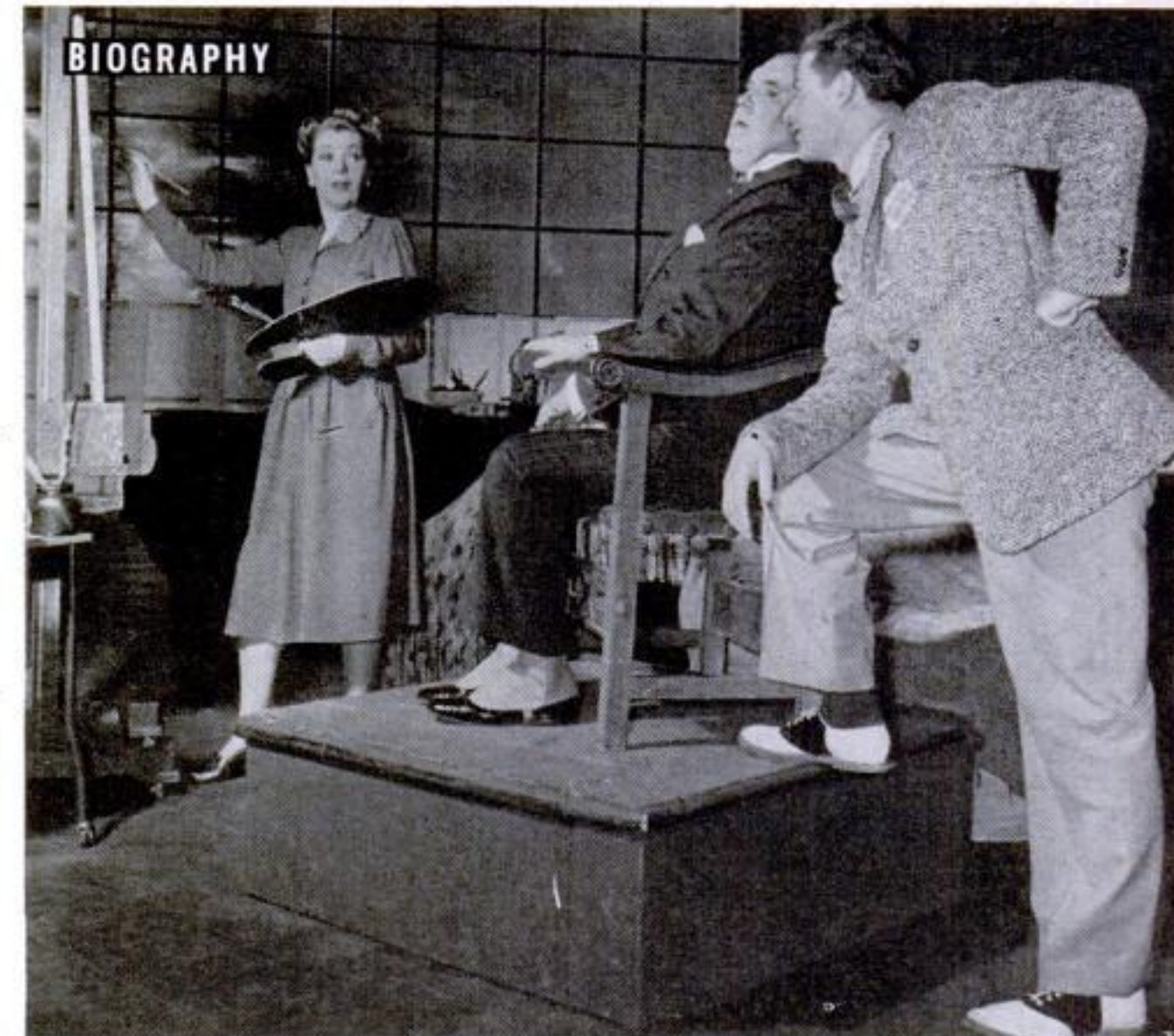
Non-star cast at Marblehead, Mass. gives Clare Boothe's melodrama, produced more often this summer than any new play. Scene shows Officer Finkelstein accusing Nazi organizer of murdering a German consul, while four other suspects look on.

PRIVATE LIVES



Gertrude Lawrence tussles with Richard Haydn, who plays ex-husband in Noel Coward's best-known comedy of divorce and love, at Dennis, Mass. She gave her salary to British and Belgian relief funds, then married Playhouse Director Richard Aldrich.

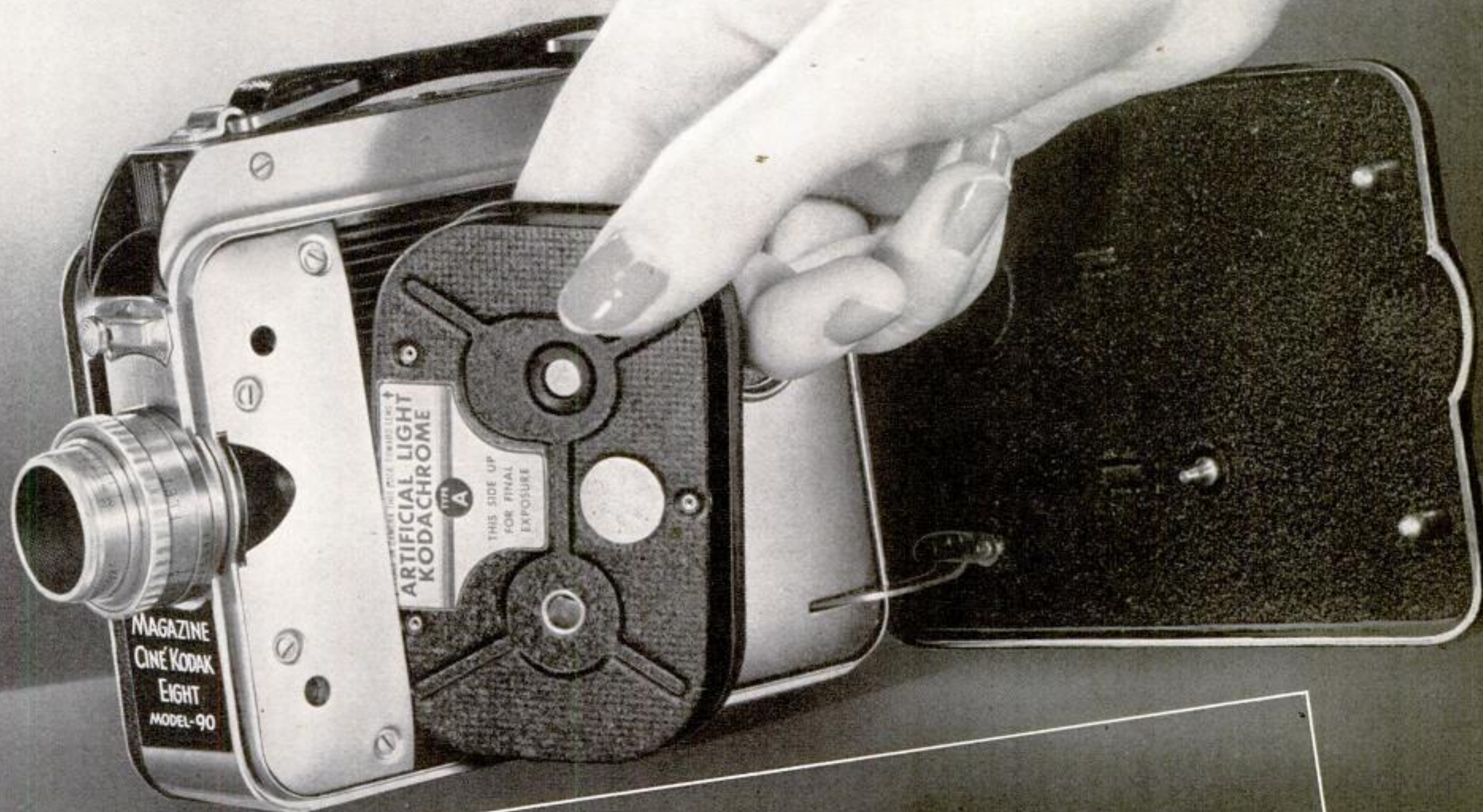
BIOGRAPHY



Ina Claire in S. N. Behrman's comedy revives her old role of a charming lady artist who writes her autobiography. Here she paints one of her first loves, a politician who fears book may expose his past. Standing by is her platonic movie-star friend.

CONTINUED ON PAGE 34

**New 8mm. Movie Maker...
3-second magazine loading**



EASTMAN PRESENTS Magazine Ciné-Kodak Eight

3-second loading • Film magazines interchangeable at any time with no loss of unused film • 4 speeds, including slow motion • Interchangeable lens feature • Pocket size • "Eight" operating economy

YOU could do it "blind," and in jig time, too. And that's how simple it is to load the new Magazine Ciné-Kodak Eight. You open the camera, insert the film magazine, close—and shoot. To change over to Kodachrome Film for full-color movies, or Super-X Film for black-and-white movies, you simply switch magazines. There is no film loss, magazine protects film. Four speeds, including slow motion. Wide

variety of lenses available. Light weight. Pocket size. And, like all the Eights, notably inexpensive to use.

Here is the most important advance in 8 mm. movie cameras since they first appeared on the scene. See Magazine Ciné-Kodak Eight at your dealer's. Price, with f/1.9 lens, \$97.50 . . . Eastman Kodak Co., Rochester, N. Y.

KODAK'S NEW COLOR SHOW—AGAIN THE HIT OF THE NEW YORK WORLD'S FAIR

Millions of people have marveled at the beauty and drama of Kodachrome full-color pictures projected on a 187-foot screen, longest in the world . . . Also at the Kodak Building—expert advice on picture taking at the Fair. Don't forget your Ciné-Kodak.





Producing Propellers — IN VOLUME

This forest of propeller blade forgings in the Hamilton Standard Propellers plant gives reassuring evidence of America's ability to produce aircraft propellers in large quantities to meet the needs of National Defense.

But quantity production is more than a mere matter of materials, machinery, and floor space. Behind these lie more than 15 years of propeller research, technical development, and manufacture that have made Hamilton Standard propellers the most widely used item of aviation equipment in the world.

With this rich background of technical and manufacturing experience, plus rapidly increasing productive capacity, Hamilton Standard Propellers is ready to play its part in the National Defense program.

**UNITED AIRCRAFT
CORPORATION**
East Hartford, Connecticut



PRATT & WHITNEY
ENGINES

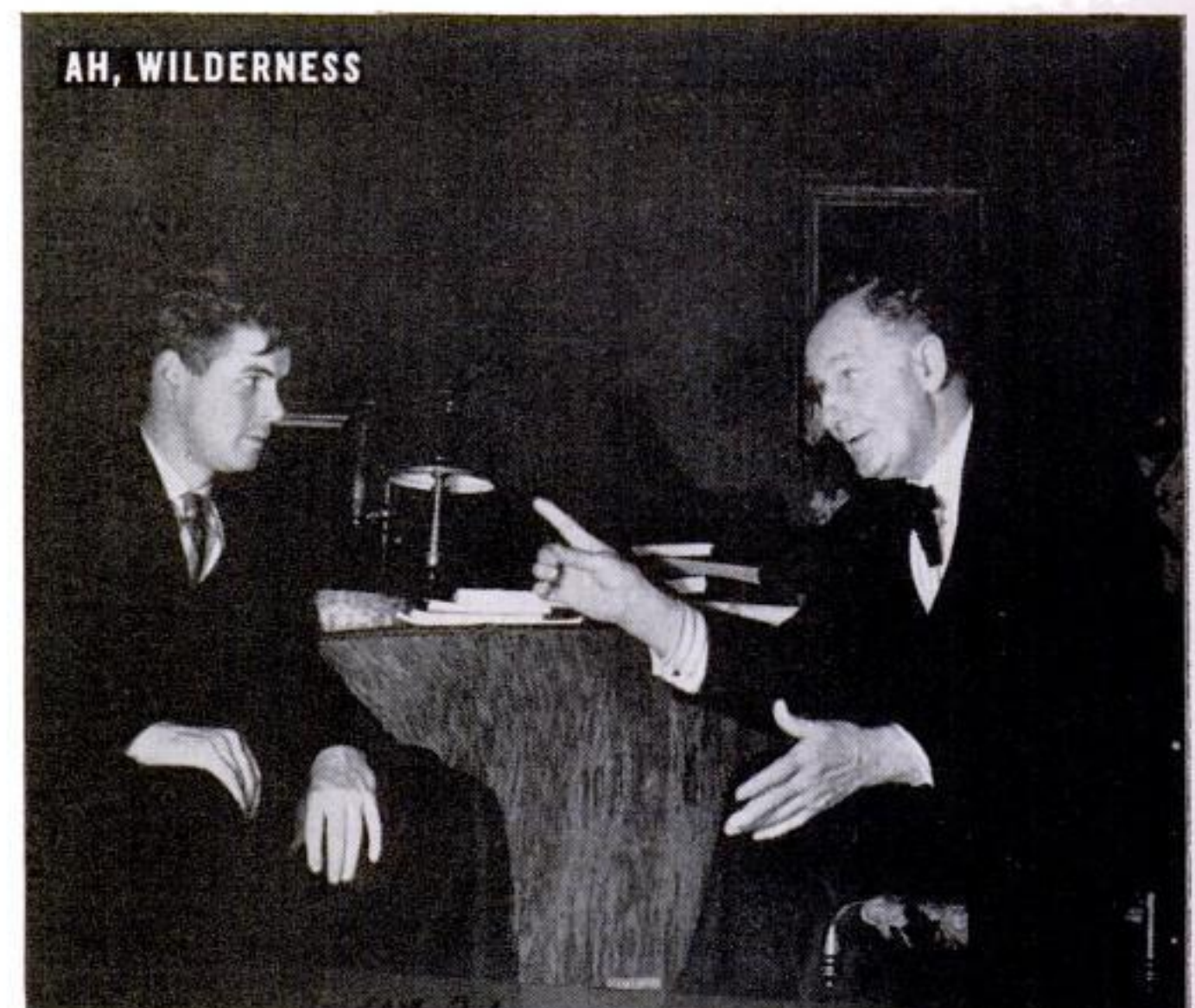


VOUGHT-SIKORSKY
AIRPLANES



HAMILTON STANDARD
PROPELLERS

Summer theaters (continued)



Fred Stone has a heart-to-heart talk with his son (Merritt O'Duel) about girls and human nature in O'Neill's affectionate comedy of small-town life in 1906. Stone turned actor after 40 years as song-and-dance star. He acted at Stockbridge, Mass.



Ruth Harrison & Alex Fisher dance "marriage vows" on a Greek bed in a short satirical ballet given at Clinton, Conn. Ballet is reputedly the 40th version of a Greek yarn about Amphitryon's wife being loved by the god Zeus disguised as her husband.



Ann Corio, strip-tease queen, makes her dramatic debut at Deer Lake, Pa. In Kenyon Nicholson's melodrama she plays a carnival girl who gets strangled by James Kirkwood for trying to wreck his son's career. Ann interpolated strip-tease into play.

**BACK
FROM
HAVANA**



OWL: Paul, you look great! You must have had a fine vacation in Havana.
DERRINGER: Sure did! If all the team feels like I do, we ought to win the pennant again.

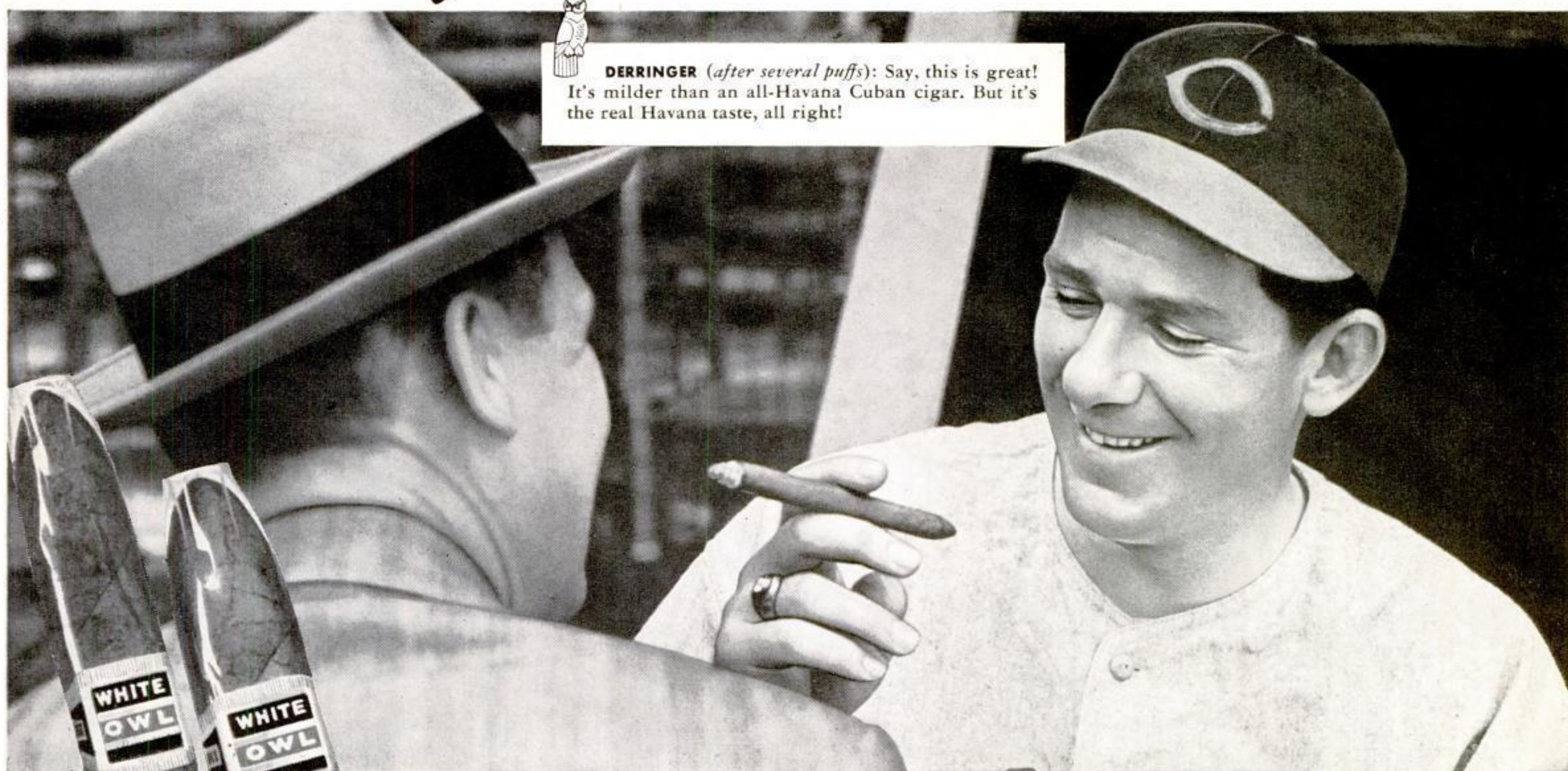


OWL: Everybody in baseball knows you enjoy good cigars, Paul. Did you try any of those Havana cigars in Cuba?
DERRINGER: You bet—smoked 'em all the time!



OWL: Then you can speak with authority. Try this *new* White Owl and tell me if it has the real Havana flavor.

PAUL DERRINGER *finds real* *Havana flavor in* **NEW WHITE OWL**



DERRINGER (after several puffs): Say, this is great! It's milder than an all-Havana Cuban cigar. But it's the real Havana taste, all right!

PAUL DERRINGER, star pitcher of the National League, looked in fine condition when we interviewed him shortly after the 1940 season got under way. He had recently returned from a vacation in Havana and seemed all set to break his last year's record of pitching 25 winning games.

Paul had sampled many kinds of Havana cigars in Cuba, and we asked his opinion of the *new*

Blended-with-Havana White Owl. He gave it a thorough test ... said there was no doubt about its authentic Havana flavor.

You'll enjoy its rich, mellow Havana taste, too. And the fact that you now can get this preferred cigar taste in a good 5¢ cigar accounts for the amazing popularity of the *new* White Owl. **Are you missing out on this cigar "find" of the year?**

**NOW BLENDED
WITH HAVANA!**



Try a

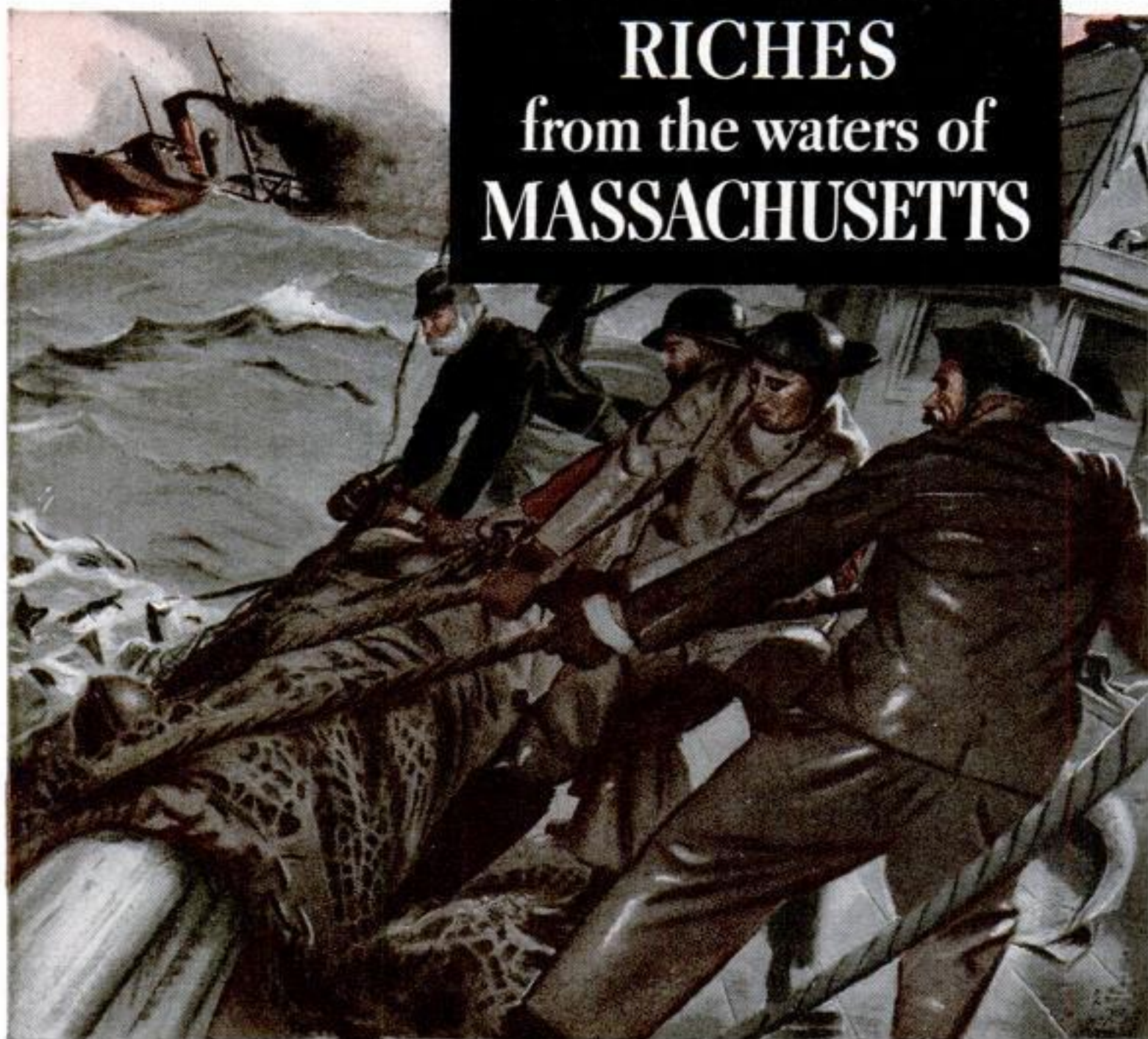
NEW WHITE OWL *—Today*

5¢

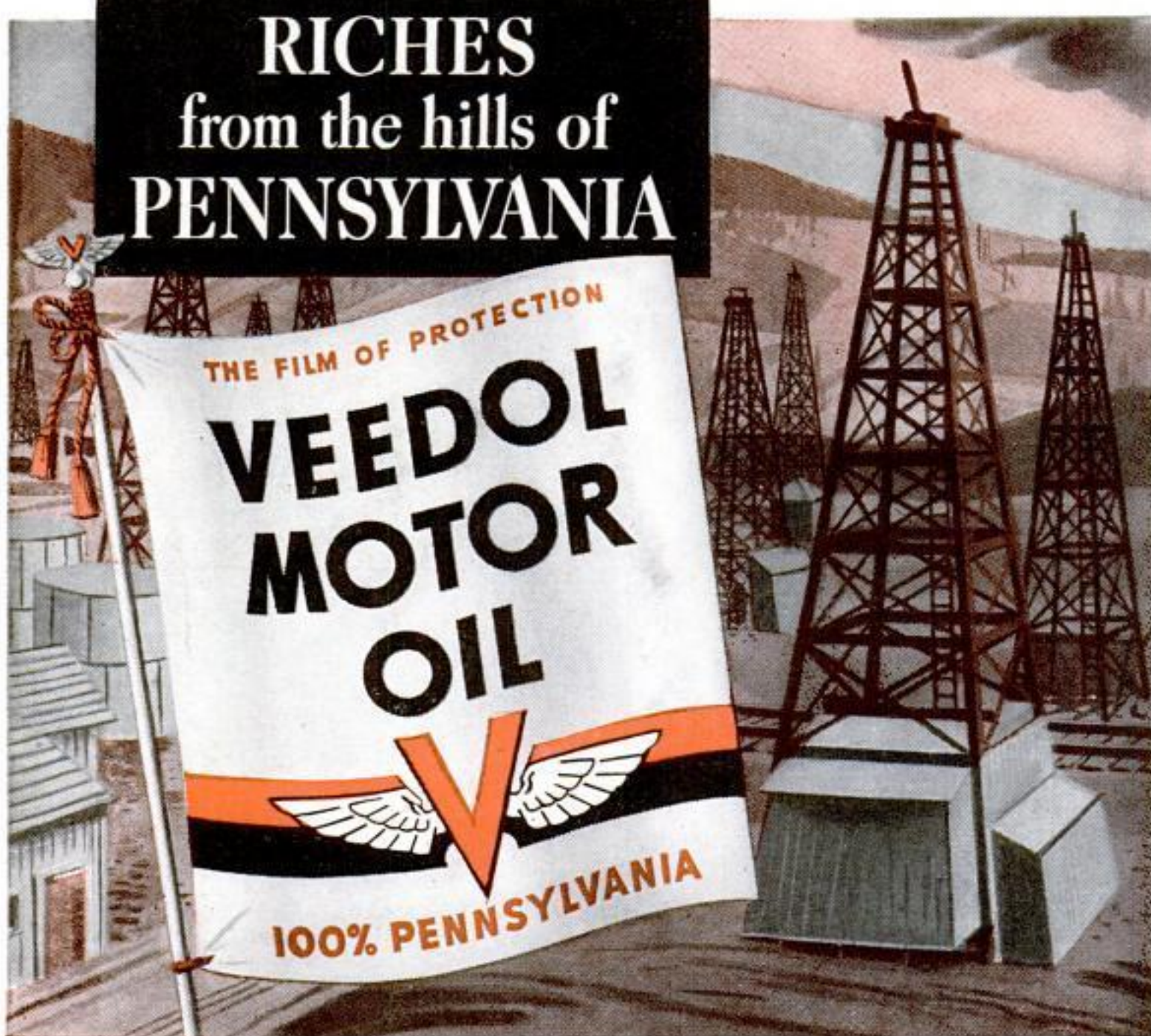
New White Owls are made in America—see how at New York World's Fair, 1940

Copyright, 1940, by General Cigar Co., Inc.

RICHES from the waters of MASSACHUSETTS



RICHES from the hills of PENNSYLVANIA



Copyright 1940 by Tide Water Associated Oil Company

Nature gave them both that EXTRA SOMETHING

MASSACHUSETTS pulls Nature's riches from the depths of the sea. Pennsylvania pumps Nature's riches from the depths of the earth... But even with riches there is often a best! In Pennsylvania, it's Bradford crude oil. From this choice, top-price crude, Veedol Motor Oil is refined... Yet Veedol costs little more than ordinary oil. Veedol is inexpensive because

every step in its distribution, from oil well to oil can, is controlled by one company... That's why every quart of Veedol is uniform, why every drop of Veedol forms the famous "Film of Protection" that has safeguarded America's finest cars for over twenty-five years... You can pay more for oil than the Veedol price, but you can't buy better lubrication at any price.

Ask for VEEDOL Safety-check Lubrication

A PRODUCT OF TIDE WATER ASSOCIATED OIL COMPANY... MAKERS OF "FLYING A" GASOLINES

MORE GIRLS, FUN AND ROMANCE

These pictures of snappy Lucille Ball shaking a Cellophane fringed skirt in RKO's new movie, *Dance, Girl, Dance*, signify more than meets the eye. They indicate a trend. They show how Hollywood responds when the public, weary of war news, demands to see more fun, more romance, more girls like Lucille Ball.

In April over 30 anti-Nazi films were listed for production during the next year. Today all but a half dozen of them are shelved. Movie exhibitors complained that the public had enough of war



ARE NEW TREND TO OFFSET WAR

in newspapers, radio and dinner talk. Studios sent orders to their writers to be as lighthearted as possible without offending the Hays Office.

The liveliness of *Dance, Girl, Dance* is due mostly to women. Its story is about a troupe of eight girl dancers. Its author is Vicki Baum. Its co-adapter is Tess Slesinger. Its director is Dorothy Arzner. Its star is Maureen O'Hara. The dance sequence below was shot during the actual filming by LIFE's photographer, a man.



CONTINUED ON NEXT PAGE

Wife goes to a Wesson Salad Bar Party!

Where every finicky guest chooses his own "salad-makings"—and is happy!



LET'S look behind the scenes with the hostess • A Salad Bar is easy to prepare—a quick "one-woman job"—for six guests or twenty. And no serving worries with the Wesson Salad Bar! Everyone helps himself!

Here's how Mrs. Hostess makes her Wesson Salad Bar:

She mixes in the salad bowl in the following order—

1 teaspoon salt	1 teaspoon sugar	1 teaspoon dry mustard	1 teaspoon paprika
¼ teaspoon pepper	Touch of garlic (optional)	¾ cup WESSON OIL	¼ cup vinegar or lemon juice

Chilled, torn lettuce or other greens are then placed in the salad bowl and tossed with the Wesson Oil dressing.

Bowls or plates hold other Salad Bar ingredients—baked ham, cut in strips; Swiss cheese, in strips; hard-cooked eggs; cooked, marinated shrimp; quartered tomatoes; sliced cucumbers and radishes; chopped celery; pepper rings.



THEN WHAT A SURPRISE! You choose your own Salad Bowl makings. You and other guests are at the Wesson Salad Bar—gay, tempting food array. Start with a portion of the green salad, brightened with Wesson bowl dressing. Then select other salad ingredients you love—and those only. And you've made the perfect salad to please your own taste exactly.



GOOD TASTE! — Thanks to Wesson bowl dressing • Pure, delicious Wesson Oil blends all the subtle flavors in your salad—gives you full enjoyment of good fresh greens and other delightful ingredients.

For years the nation's favorite salad oil, Wesson Oil is now more popular than ever—as the newest Wesson creation, the Salad Bar, sweeps the nation!

Use the same bright idea for your family!

Just put lettuce or other greens, Wesson Oil and seasonings into salad bowl. On separate plates or sectional platter, arrange other ingredients. Then father, sister, brother chooses his own special favorites—makes his own delightful salad.



SEND FOR NEW WESSON SALAD BAR BOOKLET—FREE

WESSON OIL & SNOWDRIFT PEOPLE, DEPT. WW
210 Baronne Street, New Orleans, La.

Gentlemen:

Please send me free your new booklet "The Wesson Salad Bar"—all about the smart, new way to serve the Wesson Salad Bowl.

NAME _____

ADDRESS _____

CITY _____

STATE _____

GILBEY'S GIN

must be Better..



The INTERNATIONAL GIN
distilled by GILBEY in the
United States as well as in
England, Australia, and Canada

90 Proof. Distilled from 100% grain neutral spirits.
National Distillers Products Corporation, New York City

"Dance, Girl, Dance" (continued)



Lucille waves goodbye as she prances offstage in her burlesque show number. Cellophane skirt was so inflammable a fire-prevention guard stood by to watch cigarets.



Lucille needs rest after her strenuous dance routines. Here at home, where she lives with mother and grandfather, she is waked up in bed by her dogs—one real, one toy.



• Actual color photograph—H. L. Kersey, 14 years an independent buyer, inspects a crop of fine, golden tobacco.

LUCKIES' FINER TOBACCOS MEAN LESS NICOTINE

**Authoritative tests reveal that Luckies' finer tobaccos
contain less nicotine than any other leading brand!**

Here's the natural result of buying finer, selected cigarette tobacco for Lucky Strike. The average nicotine content of Luckies, for over two years, has been 12% less than the average of the four other leading brands★—less than any one of them. This fact is proven by authoritative tests which have been confirmed from time to time by independent laboratories.

You see, each year we exhaustively analyze tobaccos before purchase. Thus our buyers can select the leaf that is ripe and mellow, yet mild and low in nicotine content—then buy it up.

The result—a cigarette of finer tobaccos—mild and mellow, with a naturally lower nicotine content. Have you tried a Lucky lately?

★**NICOTINE CONTENT OF LEADING BRANDS.** From January 1938 through March 1940, Lucky Strike has had an average nicotine content of 2.02 parts per hundred—averaging 9.82% less nicotine content than Brand A; 21.09% less than Brand B; 15.48% less than Brand C; 3.81% less than Brand D.

Copyright 1940, The American Tobacco Company

With men who know tobacco best—it's **LUCKIES 2 TO 1**



You'll tempt summer appetites best with **RITZ**
the cracker that stays so fresh and crisp!



TURN OFF THE HEAT at meal-time by serving a chilled jellied salad, refreshing to see and taste . . . delicious iced tea with accent on the *iced* — and *turn on appetite* by serving with Ritz! For Ritz, you know, is the famous cracker that stays delightfully crisp and tempting no matter how the mercury climbs. That's

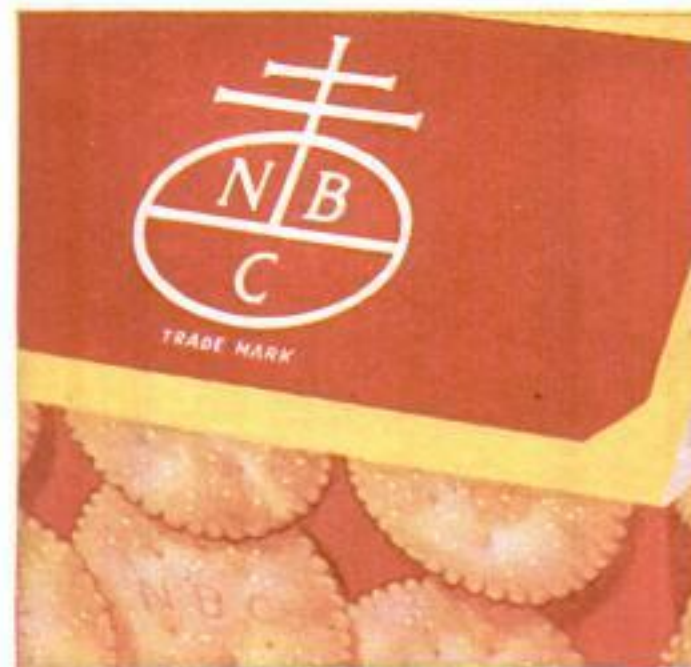
completely delicious *all the time* because a *special* baking process *seals in* freshness and flavor! Don't miss the appetizing zest that Ritz can bring to your summertime meals and snacks! Order Ritz from your food dealer today—and enjoy this finer cracker that *keeps* its goodness down to the last one in the package!



COLD AND COLORFUL—this clever lemonade with maraschino cherries frozen in the ice cubes. Served with Ritz it will hit the spot—for Ritz pleases *everyone, every time*—it's America's most popular cracker!



SUMMER FAVORITE. Shivery jellied soup with Ritz is one of the most tempting "starters" for a meal that you can serve! Remember, Ritz' distinctive tang adds zest to *all* appetizers—never be without it!



THIS FAMOUS RED SEAL of National Biscuit Company is the buying guide for housewives who want the finest in bakery products. Look for it on the package of the biscuit you buy—and you will be assured of high quality, freshness, delicious flavor.

IT'S AMERICA'S FAVORITE CRACKER • A PRODUCT OF NATIONAL BISCUIT COMPANY



FIVE YOUNG CHICAGO BRIGHTIES (NAMES & LEGS BELOW) ON NEW "QUIZ KIDS" PROGRAM SHAME ELDERS WITH CRACKS LIKE: "A SARONG IS DOROTHY LAMOUR'S MAINSTAY"

THE QUIZ KIDS

Van, Gerard and Cynthia rival the experts of "Information Please"



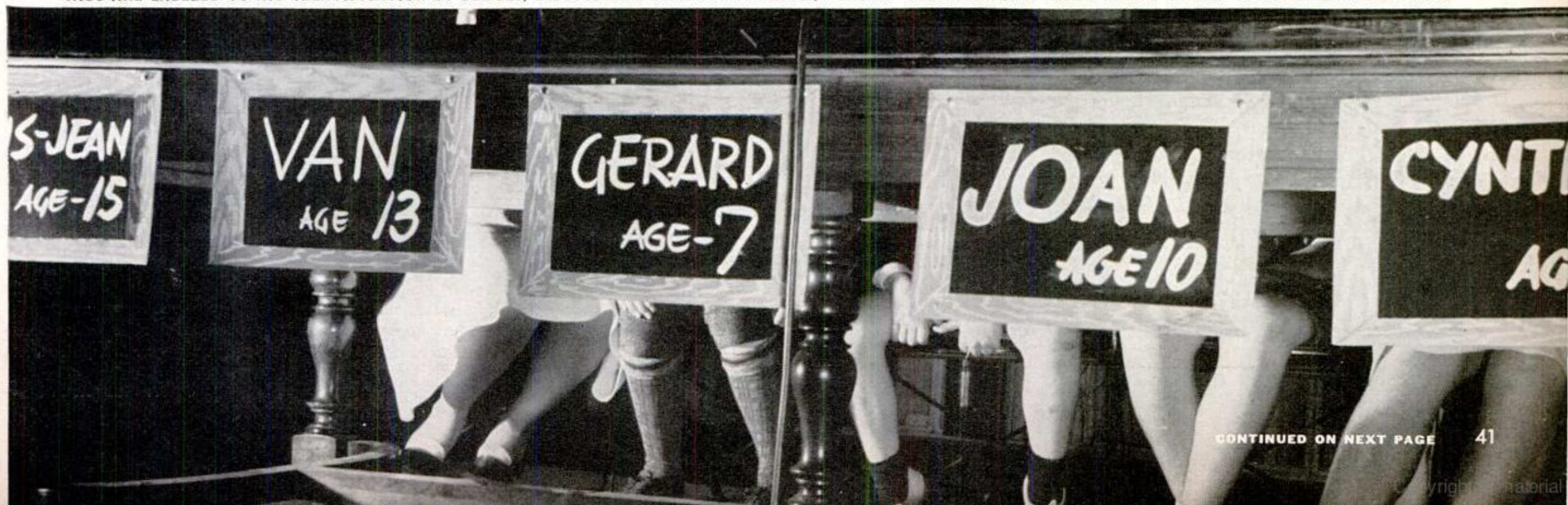
Quiz Master, hearty, fruity-voiced Joe Kelly of Station WLS, puts questions, suffers corrections by contestants.

"Quiz Kids, We are whiz kids!" sings Cynthia Cline, 14, and with this rhyme sums up the sudden success of a potential new rival to radio's *Information Please*. On the air barely a month, the five bright youngsters of the weekly half-hour *Quiz Kids* program (NBC Red Network, 10:30-11 p. m., EDST) have amazed their elders with their popularity, quickness on the uptake, their encyclopedic knowledge.

Contestants on the program are schoolchildren from the Chicago area who get a \$100 U. S. Savings Bond for every appearance. By staying among the

top three in rating on each show, children can continue indefinitely, with the result that Gerard Darrow, 7, and Van Dyke Tiers, 13, have been on since the beginning, and Cynthia Cline three weeks. With their wit shining through a barrage of over-long commercials, the kids spell or identify anything, answer adult questions, correct quiz master's pronunciation. Gerard spots all flora and fauna and knows 300 bird calls, while Cynthia, composer & songstress, writes a poem during each show. Stuck with a question one Quiz Kid quipped: "Leave that one to Kieran!"

KIDS ARE LABELED TO AID IDENTIFICATION BY JUDGES, DISCUSS NEW DEAL WITH APLOMB, NOTING: "CORCORAN AND COHEN AREN'T SO HOT IN CONGRESS RIGHT NOW"





LOOK A FOLDING BICYCLE!

**Columbia's New
Compax Sports
Traveler... Ideal
For Your Vacation**

Here is a "Bicycle-Built-In-Two" that you can fold up and carry on a train, bus or in your car. A real lightweight model that is simple, strong and sturdy. Folds or unfolds without tools in fifteen seconds. Truly, the family bicycle—one model fits everyone—men, women and children.

The newest addition to the complete line of Columbia bicycles, the Compax Sports Traveler, is built by the oldest and best known maker of bicycles in America. Get a Compax now and have more fun on your vacation this year.

THE WESTFIELD MANUFACTURING CO.
WESTFIELD, MASS.



Two Simple Steps to assemble or fold. The two sections are connected at diagonal crossbar by patented take-apart joint. Handlebars fold up or down. Two wing nuts are the only adjustments.



Compact, Easy To Carry. The two sections take up little more space than one wheel. It can be carried on a train, bus, or stowed in an automobile.

Columbia



Look for this name plate. It identifies a Genuine Columbia.

AMERICA'S FIRST BICYCLE ★ FIRST IN 1877 • FIRST IN 1940



**Sure! The
MONGOL sounds
a Lot Different**

★ **To Sound Test:** Fit the small end of a simple paper cone around your pencil as pictured here. Write—and Listen!

Try it, yourself! Compare the sound of writing with a MONGOL and that of any nondescript, cheap pencils of the same degree. The Complastc lead in the MONGOL glides softly whereas the cheaper pencil with its harsh, rasping sound warns against grit. The difference has a money meaning to you that proves a 5¢ MONGOL is actually cheaper to use than pencils you may buy for pennies less. Save time—no sharpening waste; up to 100% more words per pencil.

Get an official MONGOL SOUND TESTER free—at your Stationer, or write us at 37 Greenpoint Ave., Brooklyn, N. Y.

EBERHARD FABER

Fine Writing Materials Since 1849

The Quiz Kids (continued)



Cynthia Cline, 14, plays some of her own works for her cat and young pupils of her mother's kindergarten. At 12 she wrote the words and music of an operetta called *Dancing Señorita*, performed by her grade in the Francis W. Parker School in Chicago, is now working on another, all in German, which she has studied five years. Bookworm Cynthia also finds time for swimming, hockey, figure-skating, movies.



Van Dyke Tiers, 13, of Dolton, Ill., builds and flies fairly ambitious model airplanes, collects political buttons, stamps and coins, likes to repair small clocks. Another genius like Cynthia, he could name the planets in order before he was 3 and merely warms up on words like "esophagus" and "perspicacity." One rare slip-up was when he said Ponce de León came to seek "the seltzer of life." (The sponsor is Alka-Seltzer.)

CONTINUED ON PAGE 4

The Case of
ANNE DUNNE
*a woman who lives alone
 and likes it*

Anne is successful now—but she'll never forget those desperate days ten years ago when she and her mother watched the small savings her father left dwindle to nothing . . . those lonely, frightened nights when she came to the city to look for her first job. And now Anne wants to make sure those days will never come again . . . that she and her mother can always face the future unafraid . . .



What Life Insurance Program should an independent single woman have?

Two considerations are the key to the life insurance program of a woman like Anne Dunne. *First*, if anything should happen to her in the next few years, she wants to be sure her mother will always have comfort and security. And *Second*, she wants to create a fund for herself, so that some day she will be able to retire and do the things she's always wanted to do. For people like Anne, The Prudential offers a life insurance policy called the Endowment at Age 60.

Q: What is the Endowment at Age 60 policy?

A: It is a policy which provides life insurance protection until age 60, and provides a cash fund for the insured if living at age 60, equal to the amount of the insurance.

Q: Under this policy what happens if the person who is insured dies before age 60?

A: The Prudential pays the insurance money to the beneficiary.

Q: What happens if the insured lives to 60?

A: Then the insured receives the money.

Q: In what way will The Prudential pay the life insurance money?

A: A choice of one or more of the following four options may be made. *First:* Cash in one lump sum. *Second:* A monthly income of a definite amount for life. *Third:* An income of a definite amount for a definite period of time. *Fourth:* The money may be left with The Prudential at a guaranteed rate of interest; the interest is paid each year, and arrangements may be made for the withdrawal of the principal as desired.

Q: Does this policy participate in dividends?

A: Yes. The first annual dividend usually is paid when the policy is two years old. These dividends may be taken in cash, used to reduce premiums, used to buy paid-up additional insurance, or left with The Prudential to accumulate at interest.

Q: Does The Prudential have endowment policies which mature at ages other than 60?

A: Yes. Endowment policies may be had to mature at practically any age.

The Endowment at Age 60 policy is one of many Prudential policies designed for a particular situation. There is a Prudential policy to fit every life insurance need . . . and a Prudential premium-payment plan to fit every purse. For further information on how your particular life insurance problem can be solved, see your local Prudential representative, or write the Home Office.

The Prudential

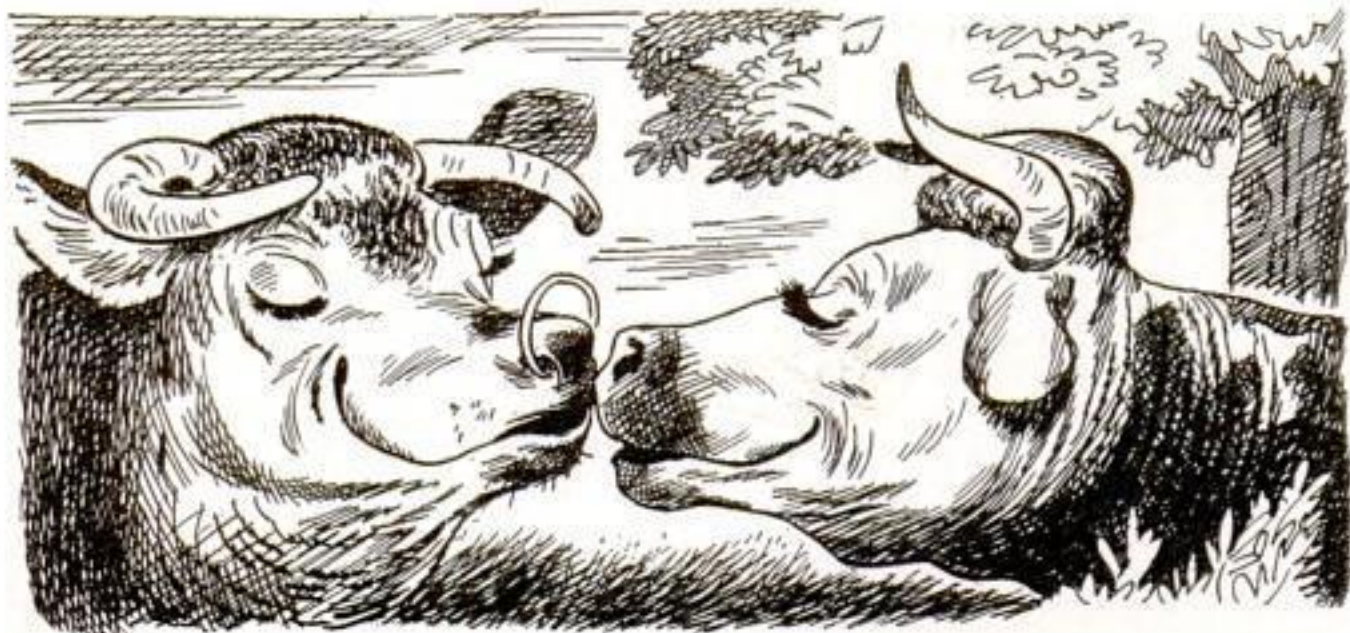
HOME OFFICE: NEWARK, N. J.



INSURANCE COMPANY
 OF AMERICA

COWS and LOVERS

by Will Shakespeare, Jr.



Ye breath of cows, 'tis said, is pure and sweet
And cows, you may observe, rub noses when they meet.



Yet breath of man and maid is ofttimes bad
Which maketh rubbing lips occasion rather sad.



But if LIFE SAVERS man and maid both sip
'Tis sweet to play ye game of lip to lip.



For sheer good taste, try COLA, newest of LIFE SAVERS'
14 mint and fruit flavors. It's Cola in candy form—
refreshing and tangy. Sold everywhere. 5¢

The Quiz Kids (continued)



The Darrows, father & son, turn homeward from Gerard's weekly radio stint. In a flash Gerard once spotted Vallisneria, Cabomba and Sagittaria as aquatic plants.



Weekly chocolate soda seems more concrete prize to Gerard, who never had one before, than his weekly reward of \$100 bond. Darrow Sr. buys him one after each show.



Motor oil Good enough for fine Watches

RADIOGRAM: AUGUST 2, 1940: FAST—Like all scientific advances, this great contribution to motoring satisfaction has been quickly accepted.

Hundreds of thousands, amazed two months ago at motor oil able to lubricate fine watches, are now regularly using Golden Shell. **But many still can't understand how such top-ranking oil could sell for only 25¢.**

Quote: Cost of research and production already absorbed in bigger volume, steady customers, unquote, say Shell officials.

Quote: **Emphasize again that Golden Shell is tough, fast-flowing motor oil, holding body and lubricant quality under highest heat and pressure**—our watch experiment merely a demonstration of unique ability to lubricate today's cars, which are built almost to watchmaker specifications—end of quotation.



A type of motor oil designed to lubricate modern tightly fitted engines under high heat and pressures is so pure and so well refined that it oils 30,000 of these beautifully built jeweled Swiss watches perfectly.

-DON'T QUOTE ME!

"It's exactly 20 minutes past eight. And I mean exactly. I got one of the 30,000 watches. It's still pretty and still runnin' the same way. But shucks, there must be a couple million cars runnin' that way, thanks to Golden Shell.

"If yours isn't one of 'em, I must've fallen down some place. So if you'll come in and give me just half a chance, I'll make it two million and one Golden Shell steady customers. And neither of us'll be sorry."

YOUR SHELL DEALER

Golden Shell
THE MOTOR OIL FOR PRECISION-BUILT CARS



"Names...familiar as household words, freshly remembered!"

—Shakespeare (King Henry V, iv. 3)

What's in a Name?



Ever

By ALEXANDER McQUEEN

MANY WORDS commonly used in our everyday speech can be traced back to the names of famous men and places. Here are a few "tributes to greatness" with which the English language has been enriched. Who can tell? Your own name may become a part of the language of future generations.



SAXOPHONE

Most people don't know that the inventor of the saxophone, exactly 100 years ago, was Adolphe Sax; but they repeat his name whenever they mention that melodious instrument. So you see, its nickname of "sax" is really right after all.

LA VALLIÈRE

She flourished in the time of Louis XIV, but lives on today in the name of a type of necklace which she made famous—Louise Françoise de La Vallière, whose picture you see above.

TRUDGEN

Swimmers who use the trudgen stroke—the predecessor of the Australian crawl—might give a

thought to John Trudgen, the man who devised the stroke in 1863. It is wrong to spell it "trudgeon".

BOBBY

It's the name of Sir Robert Peel, who in 1823 made a good job of reorganizing the London Police Force.

SILHOUETTE

"Etienne de Silhouette is stingy!" That's what folks said in France, two hundred years ago, about the man in charge of the nation's money-bags. Today the artist who draws a "silhouette" uses the fewest possible lines to make his picture.



CEREAL

Ceres, goddess of vegetation and grain, gave us the word for breakfast food, and supplied the name of the chief ingredient used in the beer that made Milwaukee famous.

FAHRENHEIT

Thanks to Mr. Gabriel D. Fahrenheit, born in Danzig on May 14, 1686, the freezing point for most of us is 32 degrees above

zero. What *would* we talk about if we didn't know how hot it was?

BLANKET

Thomas Blanket loomed fine fabrics in Bristol, England, in the middle of the fourteenth century. His nice, warm woolly cloth became famous; some say that's where we get our word "blanket".

POINSETTIA

When you admire the large scarlet leaves of the poinsettia, just remember its noted sponsor, a gentleman named Joel R. Poinsett, of South Carolina. He brought it from Mexico 100 years ago.



SIDEBURNS

Time has left untouched one of the lesser monuments of General Ambrose E. Burnside—the use of his name, usually transposed as "sideburns", to denote the kind of whiskers he wore.

TARIFF

On the southernmost tip of Spain, beyond Gibraltar, there lies the town of Tariffa, where (legend tells us) a tax or toll was once collected from every ship that passed through the narrow neck of the Mediterranean. Some

THE



THE

say the town's name was the origin of today's word, "tariff".

GUPPY

Not many years ago, a Mr. Lechmere Plantagenet Guppy, residing in the British West Indies, sent some small tropical fish to the British Museum. Today we call these poor fish Guppies.

PASTEURIZE

When you speak of a beverage as being *pasteurized*, you render tribute to Louis Pasteur, who

probably contributed more to public health than any other man who ever lived.

POMPADOUR

Men and women who comb their locks straight up from the forehead are following a style set and named two hundred years ago by Madame de Pompadour.

VANDYKE

A neat style of pointed beard was made popular in the seventeenth century by Anthony Van Dyck, Flemish portrait painter, whose name we still apply to a neatly trimmed "Vandyke".

SANDWICH

In 1762, John Montagu, Fourth



Earl of Sandwich, sat in a card game that lasted twenty-four hours. He called for layers of beef between slices of bread. Hence the word "sandwich".

* * *

There are some words, used everywhere, which have acquired such wealth of meaning that the thought they convey can be expressed in no other way. These words are the names of great products.

So great has the name

and fame of one product become that it has made a city famous.

This name is SCHLITZ.

And no wonder this grand old brew is known as "The Beer That Made Milwaukee Famous"! Served and preferred in more than 61 countries of the world—asked for by name in far-away places from Nome to Calcutta—Schlitz has long been acclaimed the greatest name in beer.

An Even Finer SCHLITZ

And today an even finer Schlitz, in the famous brown bottle, with its distinguished new label, carries on the tradition of leadership.

Truly, Schlitz is the beer to drink in celebration of the great occasions of life when nothing but the finest will do.

Order Schlitz today and discover for yourself how really good a bottle of beer can be.

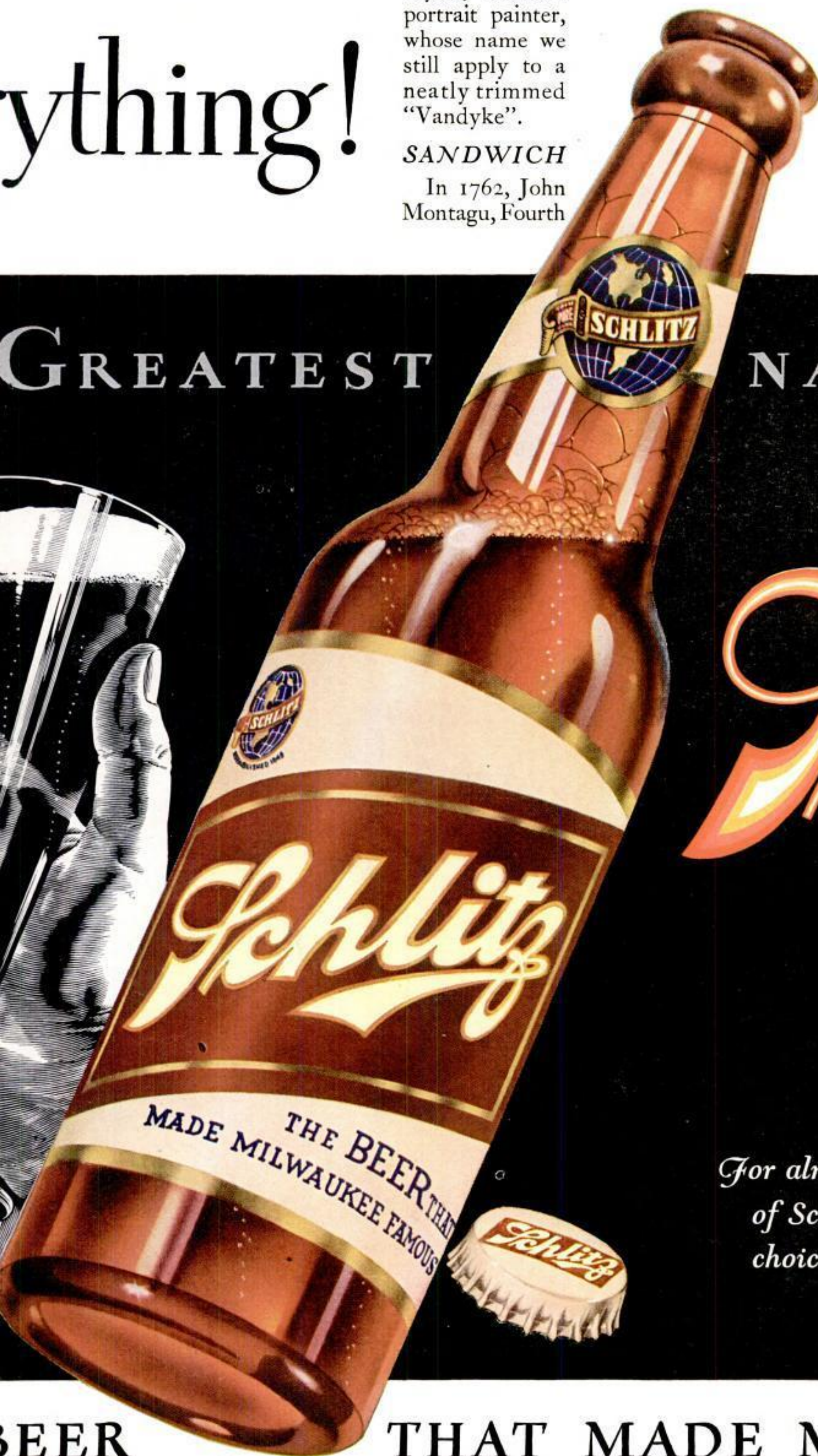
Visit the Schlitz Palm Garden, New York World's Fair

GREATEST

NAME IN BEER



Everything!



Schlitz



For almost a century the supreme quality of Schlitz Draught Beer has made it the choice of those who love real draught beer

Copyright 1940, JOS. SCHLITZ BREWING COMPANY, Milwaukee, Wis.

BEER THAT MADE MILWAUKEE FAMOUS

Do You Remember?



The Happy Day You Met Her?

The First Time You Kissed Her?



The Day You Told Her You Loved Her?



Buy in August
\$27.95

For This \$37.50 Value

Slightly higher in West and Canada due to freight cost.
A spacious 48-inch modern chest. Center panel is 4-piece matched walnut stump bordered at top and bottom with New Guinea wood. Diagonal wood completes the front. Oriental wood completes the front. Hand-rubbed finish. Has Lane Automatic Tray.
Profits of both manufacturer and dealer have been sacrificed at this special sale price to assure steady summer employment for men.



EQUIPPED WITH LANE AUTOMATIC TRAY

Lucky Lovers! SAVE 25% ON LANE'S AUGUST SALE SPECIAL

...while they last!
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SAVE MONEY BY BUYING HER CHRISTMAS PRESENT NOW—SEE YOUR DEALER

● Be thrifty. Buy during August sale and save \$9.55 on this exquisite hope chest. This loveliest of all love gifts has all Lane's exclusive moth protection features—backed by free moth insurance policy of one of the largest insurance companies. Other Lane models especially priced by Lane dealers for their August sales. The Lane Company, Inc., Dept. L, Altavista, Virginia. In Canada: Knechtels, Ltd., Hanover, Ont. Also makers of Virginia Maid Cedar Chests without Lane's exclusive features.

ONLY LANE HAS ALL THESE MOTH PROTECTION FEATURES

1. The only tested aroma-tight cedar chest in the world.
2. Exclusive aroma-tight features assure guaranteed moth protection.
3. Built of 3/4-inch aromatic red cedar in accordance with U. S. Government recommendations.
4. New waterproof Lane-welded Veneers will not peel.
5. Chemically treated interiors even aroma flow and prevent stickiness.
6. Free moth insurance policy written by one of the world's largest insurance companies.

There is only one genuine Lane Cedar Hope Chest, and it can be had in over 200 styles and woods... from \$15.50 up



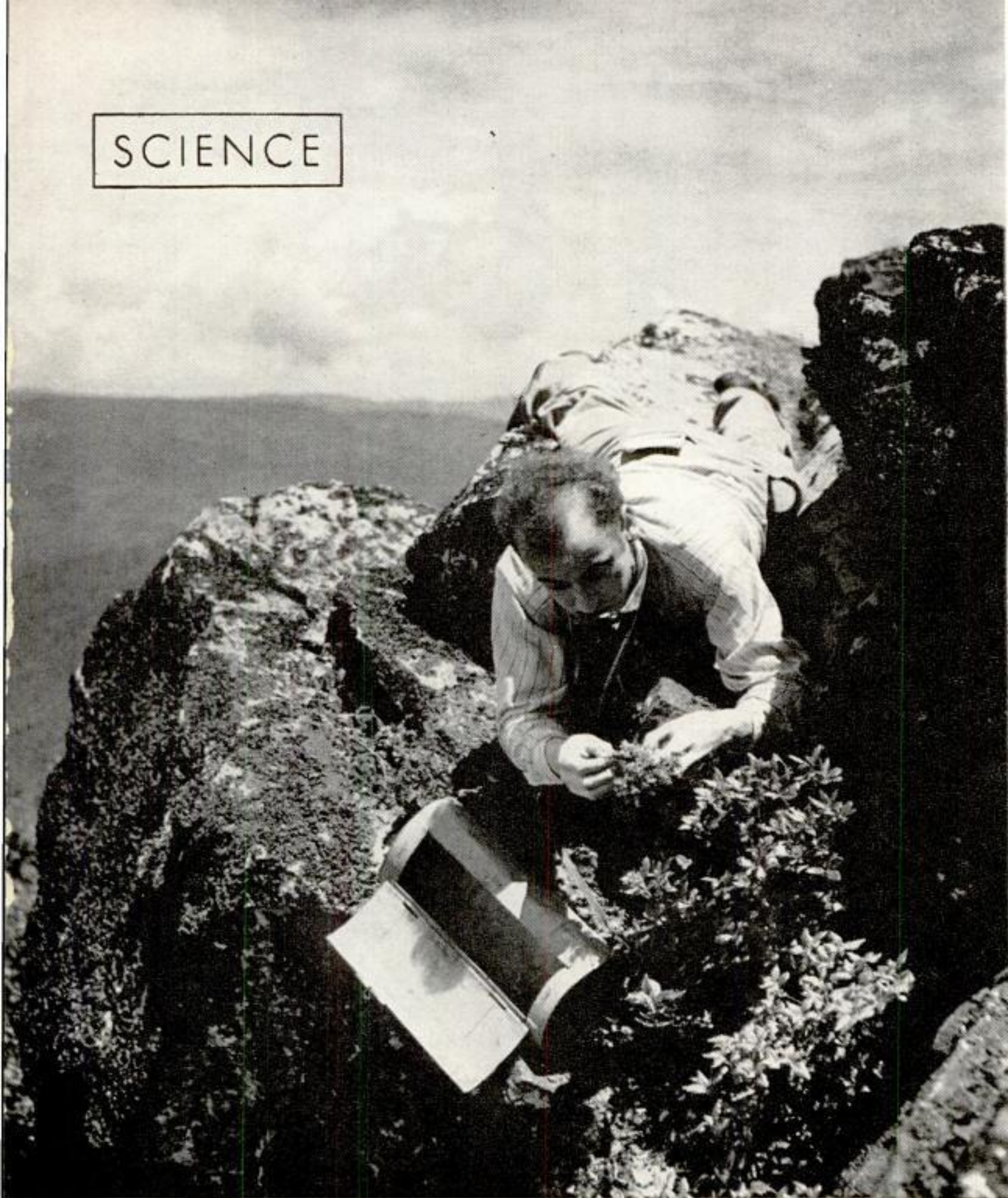
No. 44-1737 (at left)—18th-century mahogany drawer chest. Two top drawers are simulated.

The Ideal Gift for Engagements, Birthdays, Weddings, Graduation, Confirmation

LANE
Cedar HOPE CHEST
THE GIFT THAT STARTS THE HOME



No. 48-1777 (to right)—A colonial design of chaste beauty in rich antique maple. Has Lane Automatic Tray.



ON AN ALLEGHENY MOUNTAINTOP BOTANIST LLOYD CARR SPRAWLS TO PICK A FERN



IN WARM SHALLOW WATERS AT LAKE'S EDGE MILK PAILS SCOOP UP MINNOWS

MOUNTAIN LAKE IN VIRGINIA'S ALLEGHENIES IS SUMMER PARADISE FOR NATURALISTS

Summertime in the blue-green Alleghenies of western Virginia brings life to full chorus. The rich forests, the streams and marshes, the rhododendron thickets, the springy humus of the forest floor shelter a teeming population of insects, birds and mammals. At Mountain Lake, 4,000 ft. up in the heart of the Gulf-Atlantic watershed, is the biological divide between the plant and animal families that run north to Hudson's Bay and the families that populate the fields and meadows southward to the Gulf. Here, at the University of Virginia's Biological Station, naturalist graduates and undergraduates from all over the country find a summer paradise.

Working down a mountainside a botanist can fill his cylindrical collection case with a full cross-section of Eastern plant life, from the high altitude arbutus to the swamp-growing gentian, the Southern fringed orchid and its Northern cousin, the jack-in-the-pulpit. A cheesecloth stocking trolled along the surface of the lake will scoop up colonies of algae, diatoms, copepoda, hydras. The stones in a mountain stream hide nymphs and salamanders, the forest floor is tunneled by long and short-tailed shrews, moles and voles, the Northern white-foot and the Southern red-backed mouse.

This profusion of life in the field is partitioned

among the naturalists each according to his specialty, from ornithology to mycology. Back in the laboratory it is partitioned again into a bewildering dictionary of sub-sciences, including algology, bryology, cytology, limnology and herpetology. Under microscopes and scalpels, Mountain Lake's specimens are subjects for study not only of their own species but for investigation of the broader mysteries of organic structure and process that are common to all living things. Specimens not cut up in the laboratory are bottled, pressed, mounted and shipped to home campuses. There they provide the Mountain Lake vacationist with material for the winter's work.

Entomologist Lloyd Carr, University of Virginia student, rides a fender, his net poised to catch car-dodging insects.



Hummingbird nest on birch-tree bough is inspected at close range by Ornithologist Ellen Jones. At home were two two-week-old fledglings.



Ichthyologist Lloyd Carr counts day's catch of brook-trout fingerlings. Carr's real specialty is botany.



CONTINUED ON NEXT PAGE

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related material



To catch a lizard slip-noose made of grass is dropped over its nose.



Unfrightened because accustomed to feel of grass, lizard permits the noose to be pulled back of head.



Quick jerk snaps the noose tight on neck. Lizard, to avoid strangulation, supports weight on its leg.



Trapped lizard swings in noose. This is traditional Kentucky hill way of catching lizard.



AT MOUNTAIN LAKE PICNIC SPOT, THE BIOLOGISTS RELAX ON ROCKS FOR LUNCH



COLORLED LIGHTS ATTRACT DIFFERENT KINDS OF BUGS TO ENTOMOLOGIST'S TRAPS

To catch a rattler a long pincers pole is clamped tight behind head.



Evisceration of rattler, ripped neatly from head to rattle, is performed by Biologist Earl Dennis.

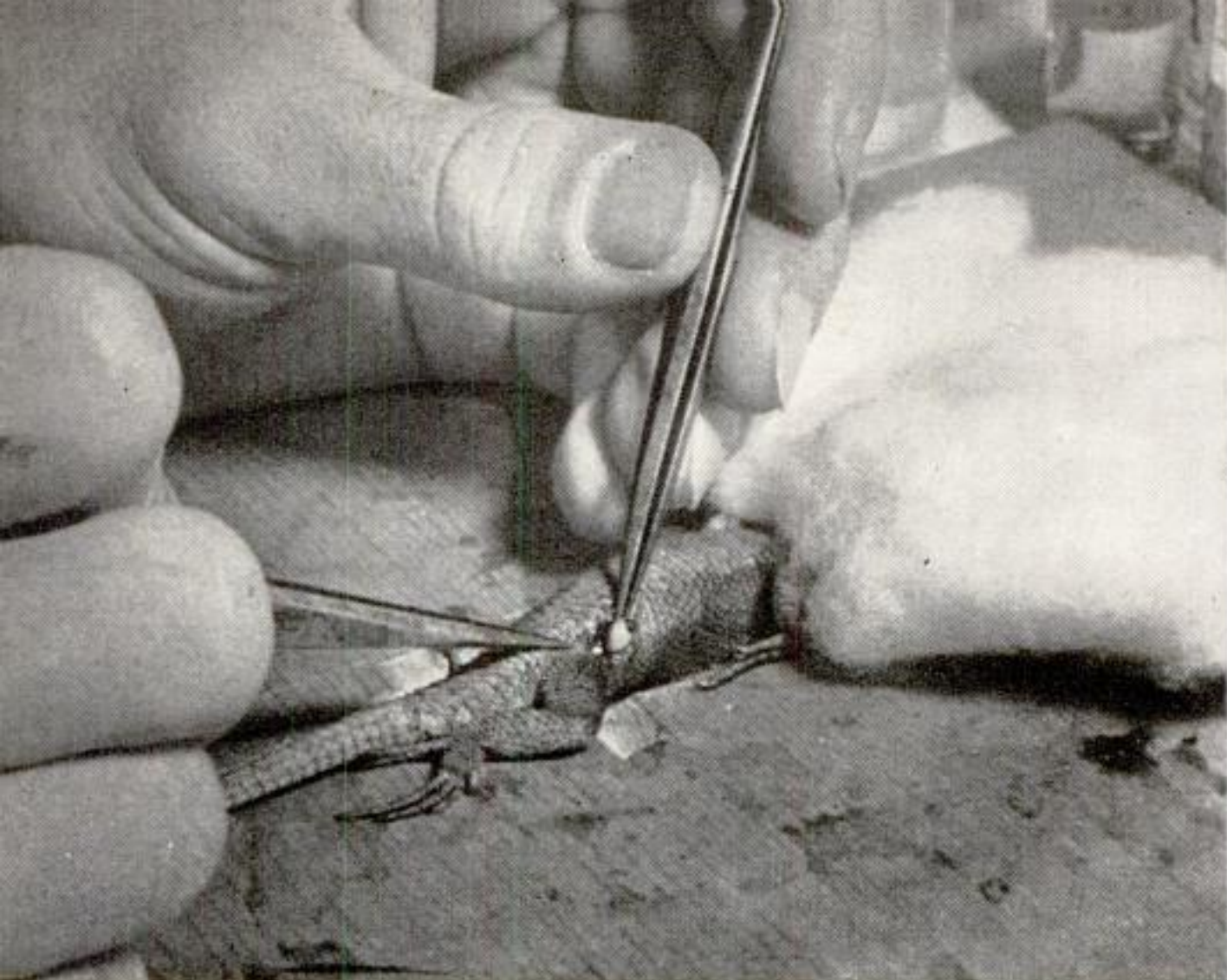


Rattler skin is pinned out on board to be cured in sun for addition to Lloyd Carr's collection.

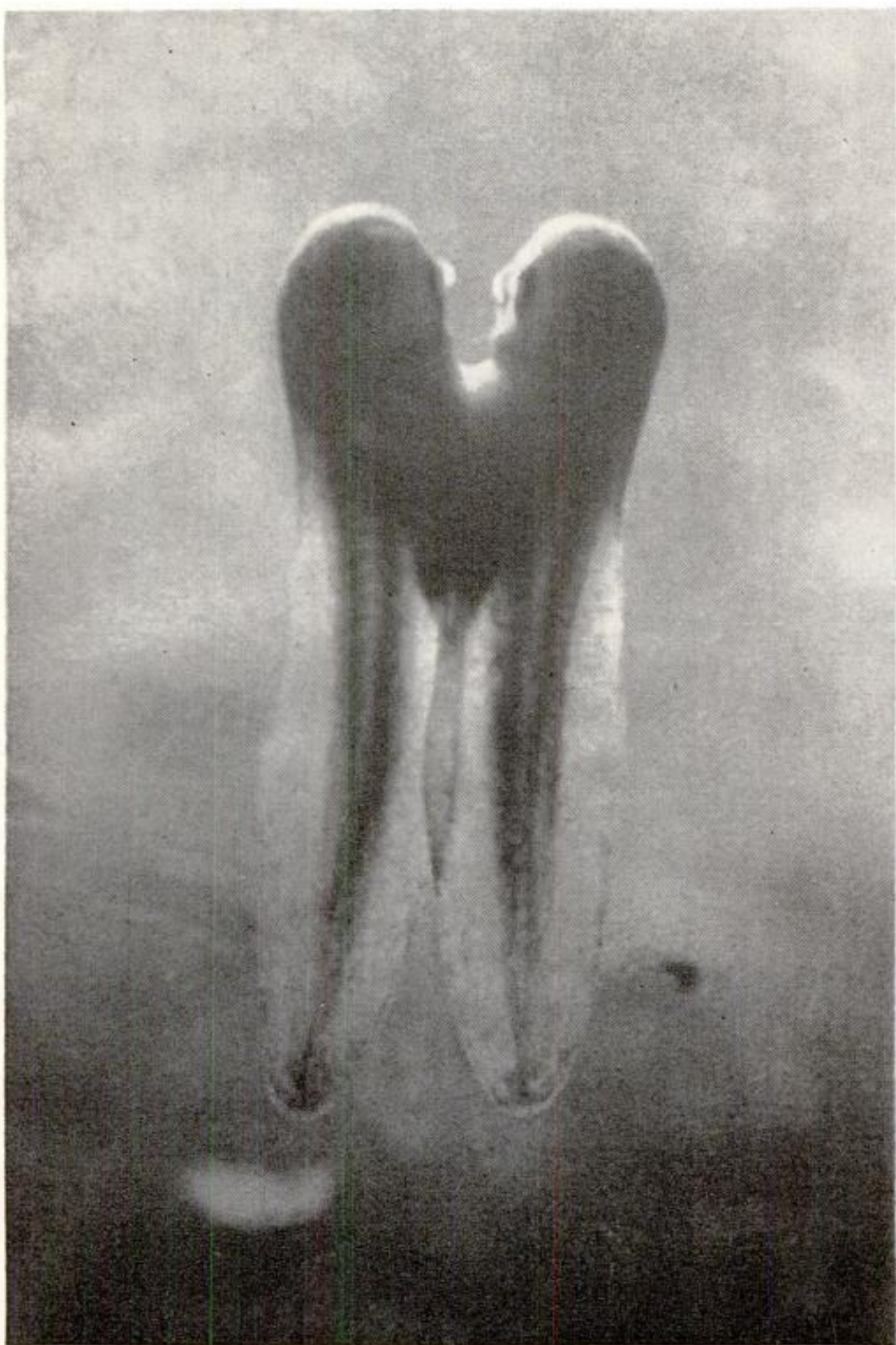


Rattler meat in kitchen is chopped up, par-boiled and fried in deep fat for breakfast.







Lizard in laboratory is unsexed in delicate operation performed by Biology Professor Earl Dennis. Investigation will determine nature of secondary sex characteristics.



TADPOLES, UNITED BY OPERATION, WILL GROW INTO SIAMESE FROGS

Served for breakfast, rattler meat gives Student Kitty Kelley the horrors. Edible but undistinguished, rattlesnake meat provides no excuse for hunting rattlesnakes.




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LIKE MANY GENERATIONS OF U. S. SAILORS BEFORE THEM, SEA SCOUTS TROOP TO TOWN HALL, LOOK WITH PRIDE AND PATRIOTISM ON WILLARD'S PAINTING, "SPIRIT OF '76"

SEA SCOUTS

AT MARBLEHEAD THEY LEARN THE
SALTY TRADITIONS OF THE SEA

Under the lee of Halfway Rock, up into the narrow, granite-fringed harbor of Marblehead, sturdy boats have beat homeward for 300 years. Once they were merchantmen from the West Indies, fishermen from the Grand Banks, tramps from the Orient. Today they are trim white schooners from Newport and racing cutters from Long Island Sound. But always, there have been boats in Marblehead.

A boy born in Marblehead learns to love the sea. It is in his blood and in the air around him. When he is 15, he almost instinctively joins the Sea Scouts, a branch of the Boy Scouts of America. There, in the famous Marblehead troop (known as a "ship"), which was voted this year the best Sea Scout ship in

the U.S., he will learn all about boats—how to make them, how to sail them, how to tell tall stories about them. He will spend glorious summer weekends on cruises up the Maine coast and down to Buzzards Bay. He will swim and row and build campfires. Even in winter, when the northeast gales blow across the harbor, he will sit in his "landship," studying piloting and navigation and singing lusty old chanties of the sea.

Short time ago LIFE Photographer George Karger visited the Sea Scouts, found them getting ready for a weekend cruise to Misery Island, four miles away across Salem Bay. These pictures show some of the things the Scouts did before and during the cruise.

These new features make **REGENT** the finest cigarette you ever smoked



- **MULTIPLE-BLEND**...Regent's exclusive Multiple-Blend combines an unusual number of choice tobaccos in entirely new proportions, giving you exceptional mildness and a better-tasting cigarette.
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BOX OF
TWENTY **15¢**

"THE FINEST CIGARETTE YOU EVER SMOKED"

Sea Scouts (continued)



"Toss oars," rings the command, as two surfboats drift across Salem Bay. The boys have just finished a tough mile-long rowing race. In background is Misery Island, off which the scouts swim, sail and practice seamanship. If a Scout passes enough seamanship tests, he becomes a quartermaster, which is the highest rank attainable.



With compass and parallel rules, on porch of their headquarters overlooking Marblehead Harbor, Ordinary Sea Scouts Dick Bridgeo and Walter Bartlett plot course for a cruise up Penobscot Bay. Below: Mate Gilman Hammond teaches Ordinary Horton Girdler how to handle a sailing skiff. Sea Scouts learn to sail all sizes of boats.





In Marblehead drydock under a steaming July sun Ordinary Scouts Walter Bartlett and Foster Shepard scrape down the sides of an old yawl. All last year's paint must be sand-papered off before new paint is applied. Below: Sea Scouts heave away on the anchor line of a 72-ft. ketch, which they sometimes borrow for short cruises.



Goldilocks SAID:
"all porridge is
bad for bears"



Goldilocks was brightening up her smile with delicious Dentyne the day she found the home of the three bears. Of course she tried their chairs, their beds and their porridge—and you've never seen three madder bears.

But Goldilocks flashed her lovely smile and said "Anyway, porridge won't make your teeth shine."

"But it's nice porridge," wailed the big bear.

"And not chewy enough," said Goldilocks. "Now Dentyne has an extra firmness that helps polish teeth and makes them gleam. It strengthens jaw muscles—firms up your gums. Here try some."

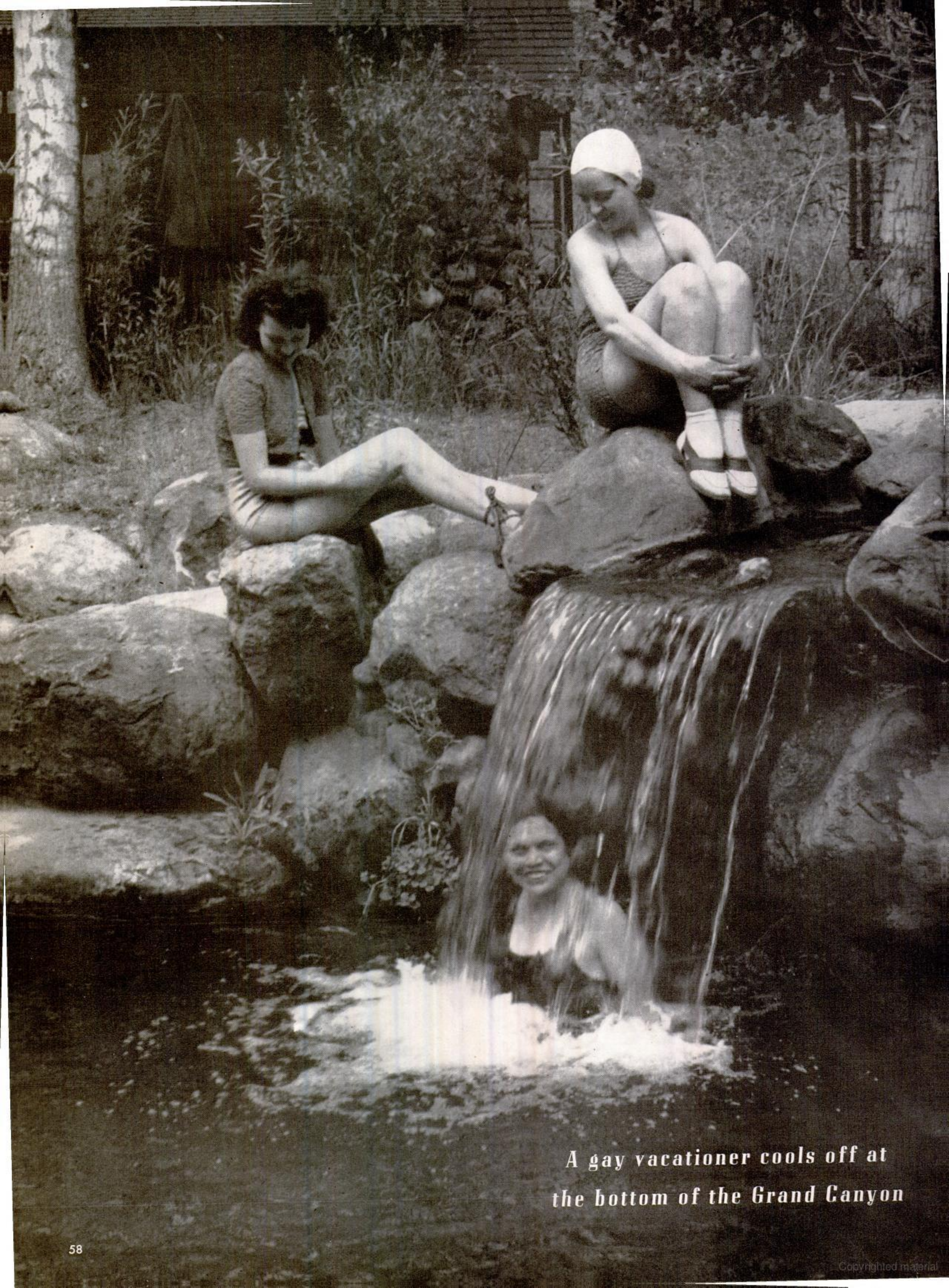
"M-M-M," said the little bear. "It's delicious. That nice cinnamon taste is different—and extra good."

"Right-O," laughed Goldilocks, "and note the flat handy package. It slips neatly into purse or pocket. More smiles to you and brighter ones—with Dentyne."

Moral: Help your teeth stay lovely and sparkling by chewing Dentyne often. Get a package today.



HELPS KEEP TEETH BRIGHT... MOUTH HEALTHY



*A gay vacationer cools off at
the bottom of the Grand Canyon*



A PARTY SETS OUT ON ONE OF THE MOST THRILLING VACATION JAUNTS IN AMERICA, THE MULE TRIP DOWN KAIBAB TRAIL TO THE BOTTOM OF THE GRAND CANYON

VACATIONS

AMERICA'S SUMMER TRAVELS

TAKE MANY TO GRAND CANYON

Now the summer climbs to its mid-season peak. Over the warm land moves a host of Americans on vacation. More than they ever dreamed they could, vacationing Americans travel. They get away from their year-round life by going to see something different. Having looked at one thing, they move eagerly on to look at another. Some of the places they look at are shown on these pages.

About 300,000 vacationers get to the Grand Canyon and stand on the rim wondering at the great earth gash. Those who see the Canyon best are the ones who take the zigzag trip down the sides to the Canyon floor. They move on muleback down from a dry mountain land, past stone strata which recount the earth's geologic history. After five hours riding they come out on a hot, semi-tropical region. On the Canyon bottom they can bathe under a waterfall. They can stay at Phantom Ranch. They can climb up to the other rim. It is thrilling but not dangerous. There are few trips like it anywhere in the world.

STOP FOR REPAIRS HALFWAY ALONG TRAIL



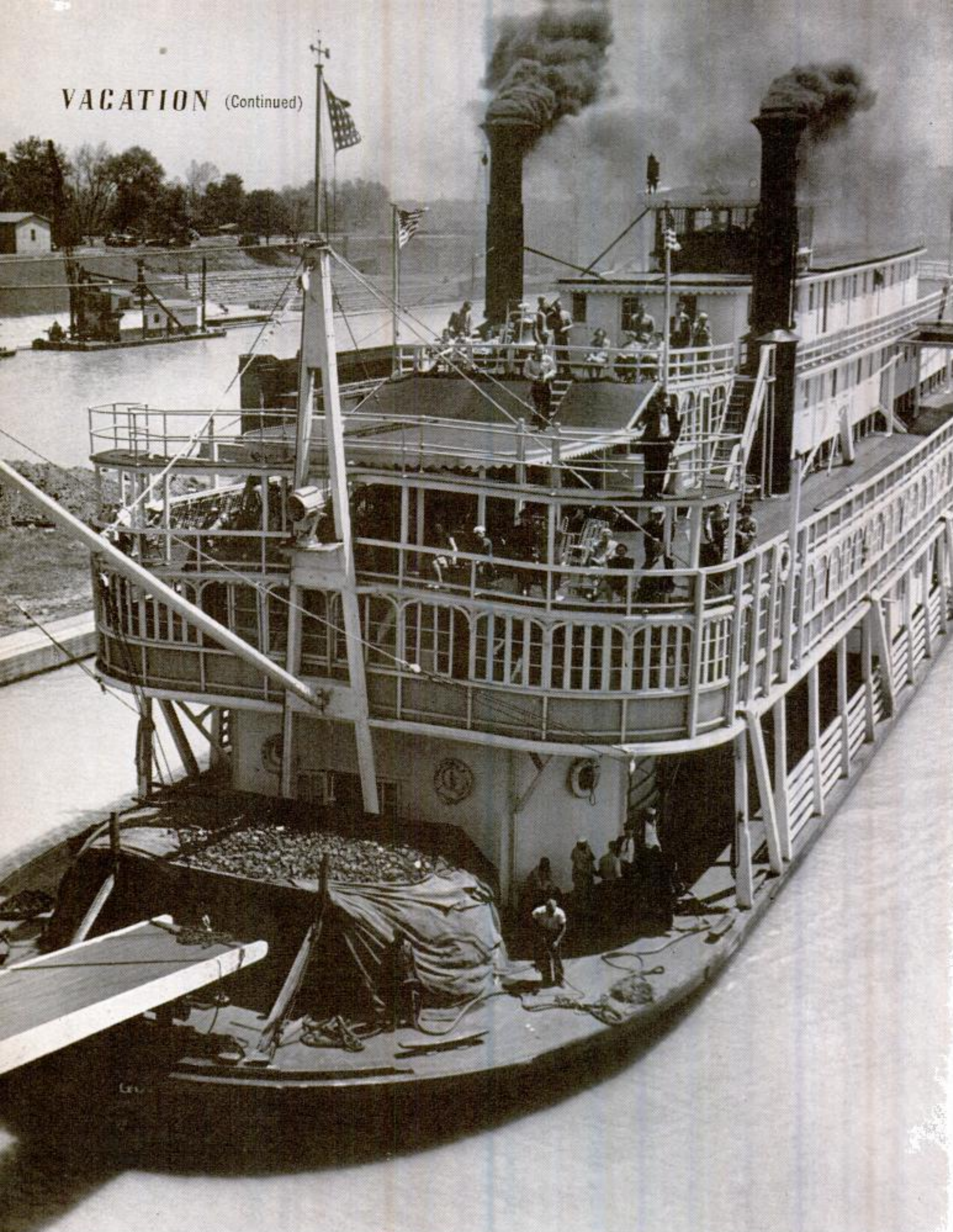
TRAVELERS SPEND THE NIGHT AT PHANTOM RANCH ON THE CANYON FLOOR



RESPIRE FROM MULEBACK HALFWAY UP



CONTINUED ON NEXT PAGE



The "Gordon C. Greene," launched in 1923, is a late comer to the river but is built to the traditional pattern: a pretty white house on a raft. From the bow swings

the landing stage; paddle wheel is at stern. Passengers promenade on broad Texas deck, which in old days carried longhorn cattle. At top behind stacks is pilothouse.



Side-trip landing can be made anywhere the captain pleases, without benefit of pier. Here passengers go ashore to explore a pirate's cave. LIFE's guide on this trip was

Carl Carmer, co-editor of The Rivers of America series. With its shallow 7-ft. draught, a steamboat according to Mark Twain is built to float on a heavy dew.



On hurricane deck passengers absorb sunlight, watch the landscape. Still active are the stern-wheel freight packets, like the one shown opposite, plowing upstream under the *Gordon C. Greene's* smoke plume.

LAZY TOURISTS CRUISE DOWN THE MISSISSIPPI

This summer steamboating down the Mississippi has become a new aspect of American vacations. The *Gordon C. Greene*, last of the passenger packets, has already made one trip from Cincinnati to New Orleans and will make another in September. In her 77 cabins are comfortable accommodations for 150 tourists.

The Mississippi affords a lovely lazy trip, seven days southward and ten days north against the current. Down the winding miles of yellow water, the hazy monotony of low banks and levees is broken only by the spires of the little towns whose main streets still run down to the river. At likely spots on the shore the boat lowers its landing stage to let its passengers go exploring. At night they gather in the long main cabin to dance and watch a minstrel show.



The main cabin of a Mississippi steamboat is "a tunnel in a coconut cake" that runs down the center of the stateroom deck. Here passengers dine and in the evening are entertained by boat's crew.





Gen. Robert E. Lee's tomb is in Washington & Lee University at Lexington, Va., up near the head of the Shen-

andoah Valley. After the war and until the time of his death, the great soldier was president of the college.

THE PUBLIC FLOCKS TO ITS OWN DOMAINS

SHENANDOAH NATIONAL PARK FRONT ROYAL ENTRANCE	
DAILY TRIP	ANNUAL PERMIT
AUTOMOBILE 25¢	100
MOTORCYCLE 25¢	100
TRAILER 25¢	100
PLEASE HAVE EXACT CHANGE READY	

The places Americans like most to visit are the places they themselves own — their national and State parks, monuments, memorials like these in color on opposite page. About 15,000,000 travelers each year visit these public domains.

Most popular public playground is one of the newest, the Shenandoah National Park which lies in the Blue Ridge Mountains and Shenandoah Valley of western Virginia. In it is the spectacular Skyline Drive, a 97-mile road that winds along the tops of the mountains, 3,000 ft. up. One moment, as the road twists, it opens eastward over the mounting Virginia hills. Then it turns suddenly westward over the rich fields and bumpy knolls of the ample Shenandoah Valley. Down off the Drive are dozens of curious limestone caverns and, not far away, the famous Natural Bridge.

A million visitors come each year to Shenandoah which is only 75 miles from Washington. They come mostly to look at the scenery which is as pretty and satisfying as scenery can be. They come most heavily in the quiet Virginia autumn when all the mountains and the valleys blaze beautifully in their fall foliage.

THE WIDE WHEAT FIELDS STRETCH ACROSS THE SHENANDOAH VALLEY TO THE FOOT OF THE BLUE RIDGE MOUNTAINS ALONG WHOSE TOP RUNS THE SKYLINE DRIVE

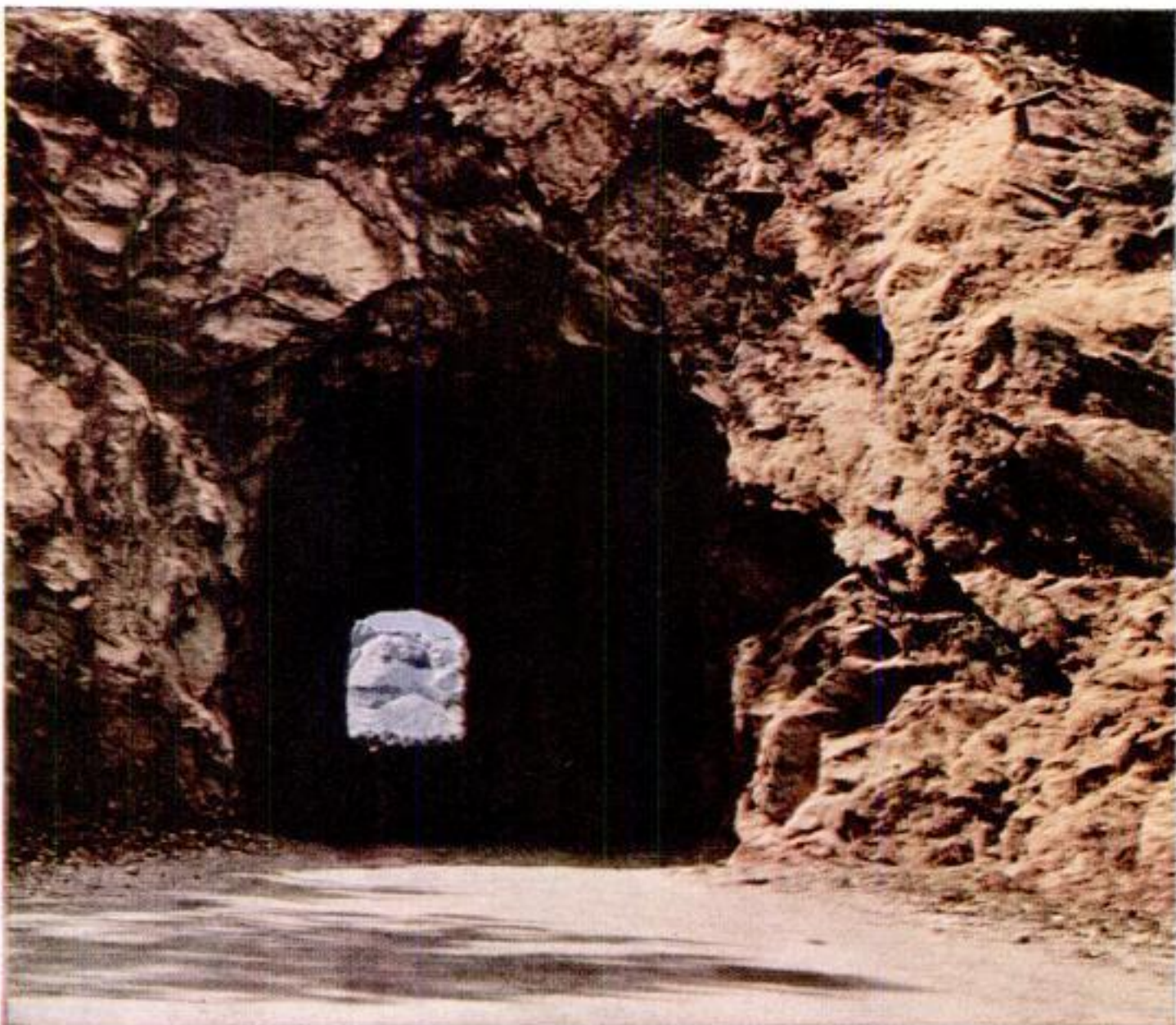




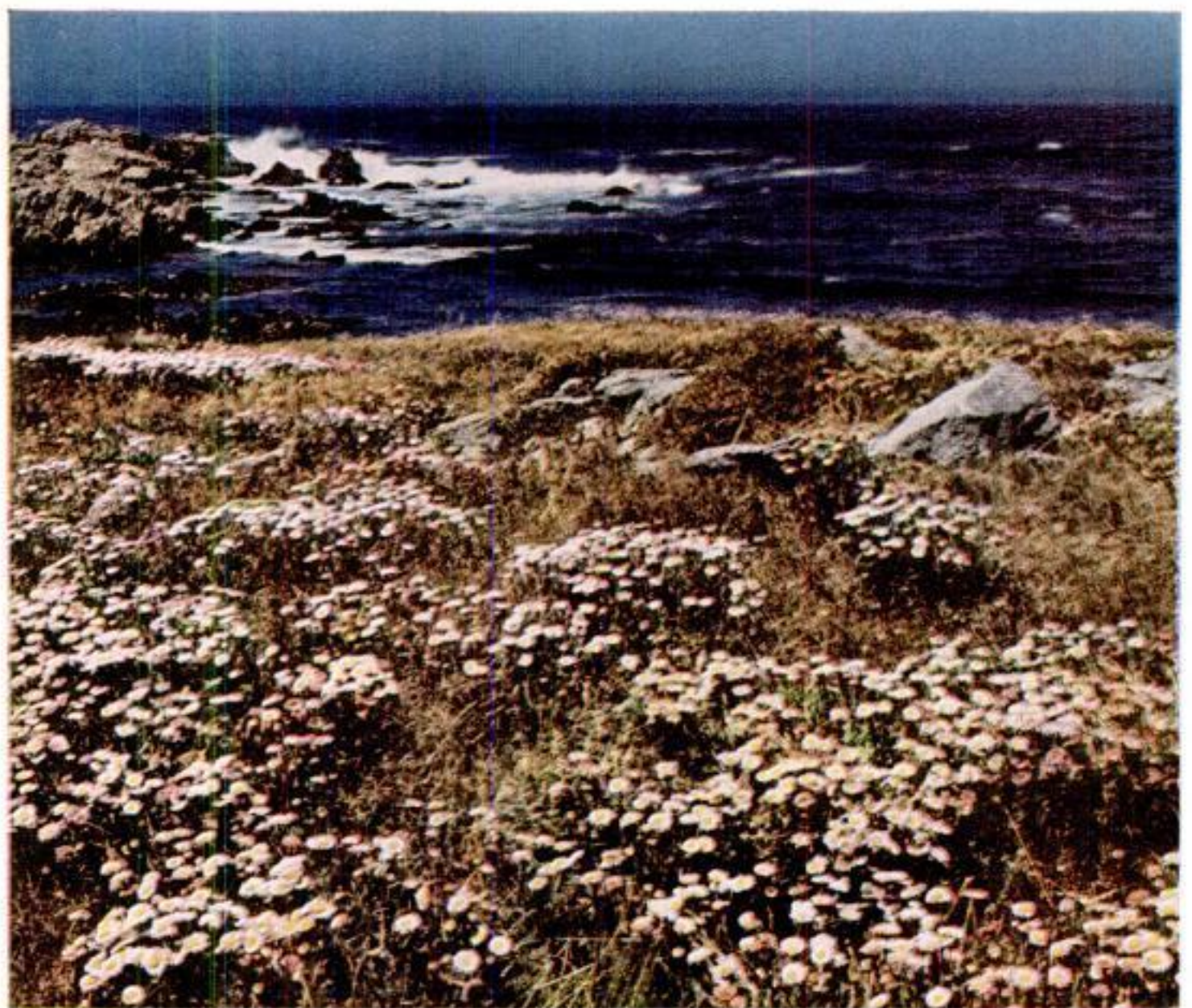
Lower St. Mary Lake (above), in Montana's Blackfoot Indian Reservation, points into the Rockies and Glacier National Park. Mirrored on its surface in center is Red Eagle Mountain. This glacier-fed lake makes the Blackfoot

one of the handsomest of the country's Indian reservations. With many other beautiful landscapes enclosed in reservations, the Indian Service in Washington has begun to debate means for developing tourism as an extra source of

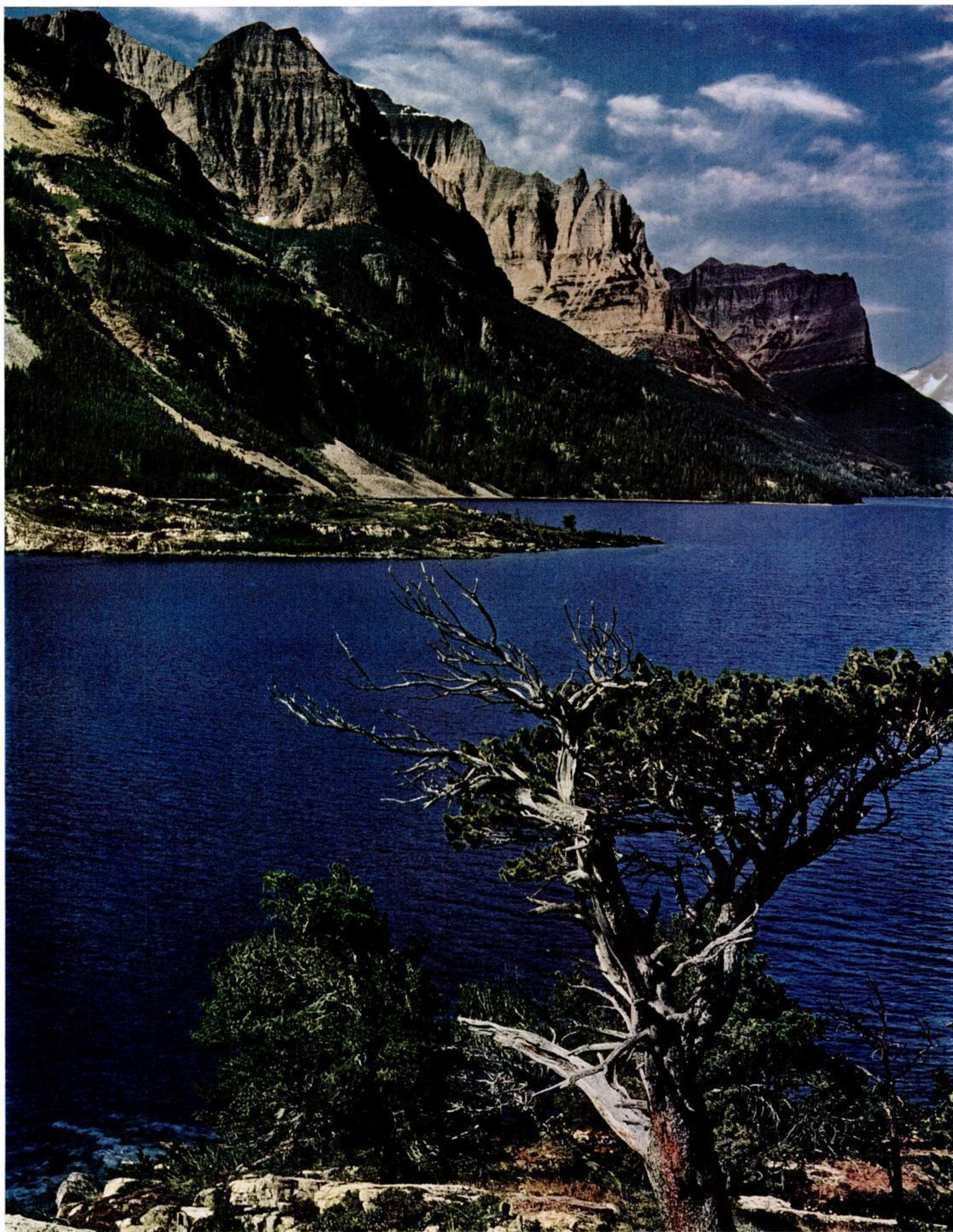
income for the Government's Indian wards. In the national parks that border on reservations local Indians are now retained to supply aboriginal atmosphere, are permitted to sell their handicraft and also to take fees for picture-posing.



Mt. Rushmore's heroic heads are framed by a tunnel on Iron Mountain Road which winds through South Dakota's Custer State Park, giving many more such vistas of Rushmore.



Carmel-By-the-Sea is a bohemian Provincetown for the middle California coast. From Carmel the coast runs raggedly to Point Lobos, famed beauty spot now protected by a State park.

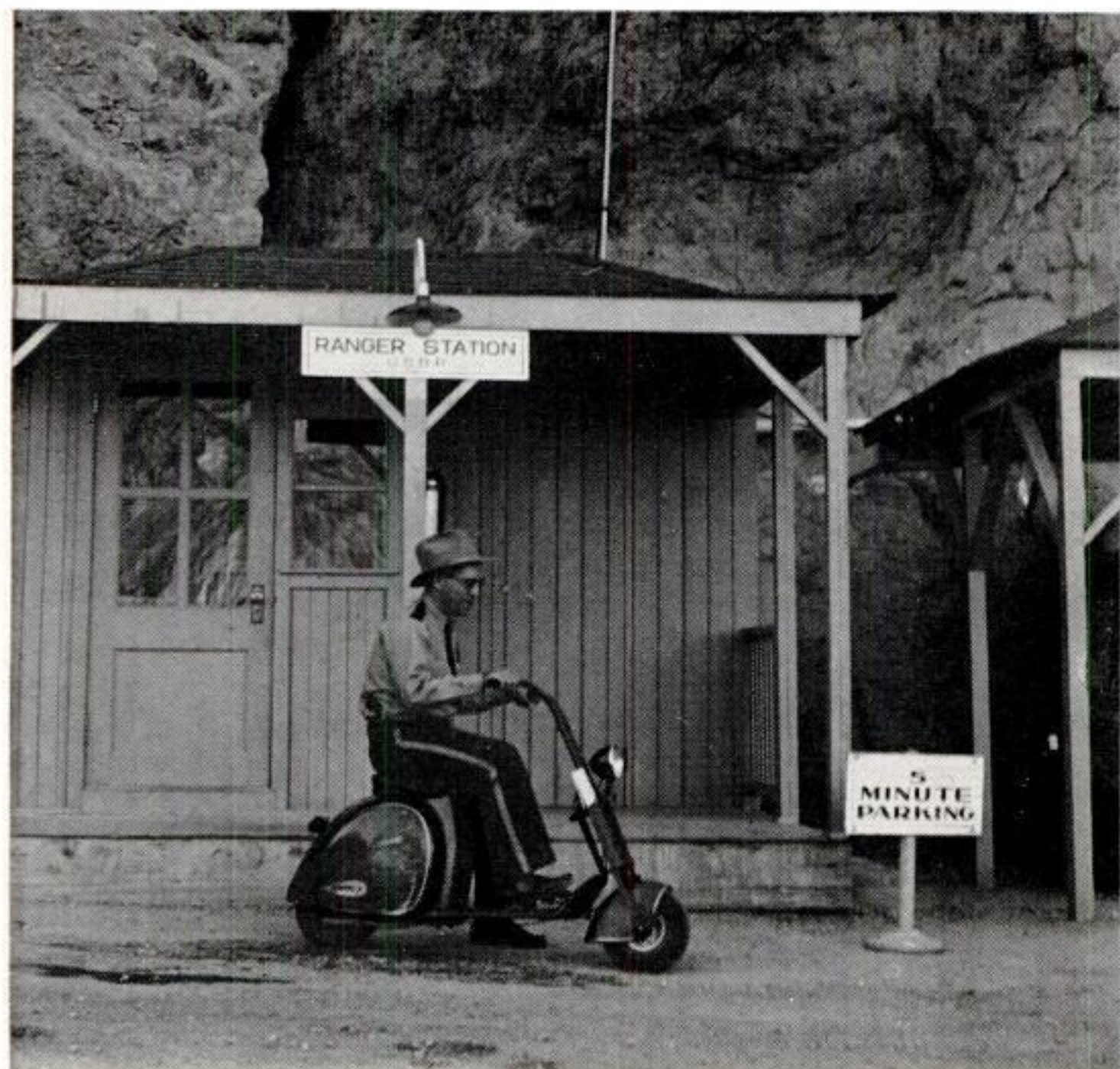


Glacier National Park, in the Rocky Mountains at the Canadian border of northwestern Montana, boasts the most lovely and remote stretch of U. S. Alpine landscape. St. Mary Lake (*above*) is one of the park's 200 cobalt-blue lakes

whose waters are fed by the 60 glaciers that run down the mountain sides. Too cold for swimming, Glacier's lakes and streams flash with cutthroat and rainbow trout. At far end of lake is 9,000-ft. Citadel Mountain. Above and

below timberline on Glacier's two ranges of Rockies roam deer, grizzlies, bighorn, mountain goats and caribou. For the season's 170,000 nature-loving tourists there are a score of camps and hotels staffed with guides and naturalists.

BOULDER DAM OPENS AN OLDTIME FRONTIER TO TOURISTS



At Boulder Dam the rangers ride on little putt-putting scooters. Their duties consist largely of answering questions and giving tickets to tourists who park overtime while looking at the view. With the Southwest leaping ahead as one of America's important vacation spots, Boulder Dam, out on one of America's last frontiers, draws 650,000 tourists a year.

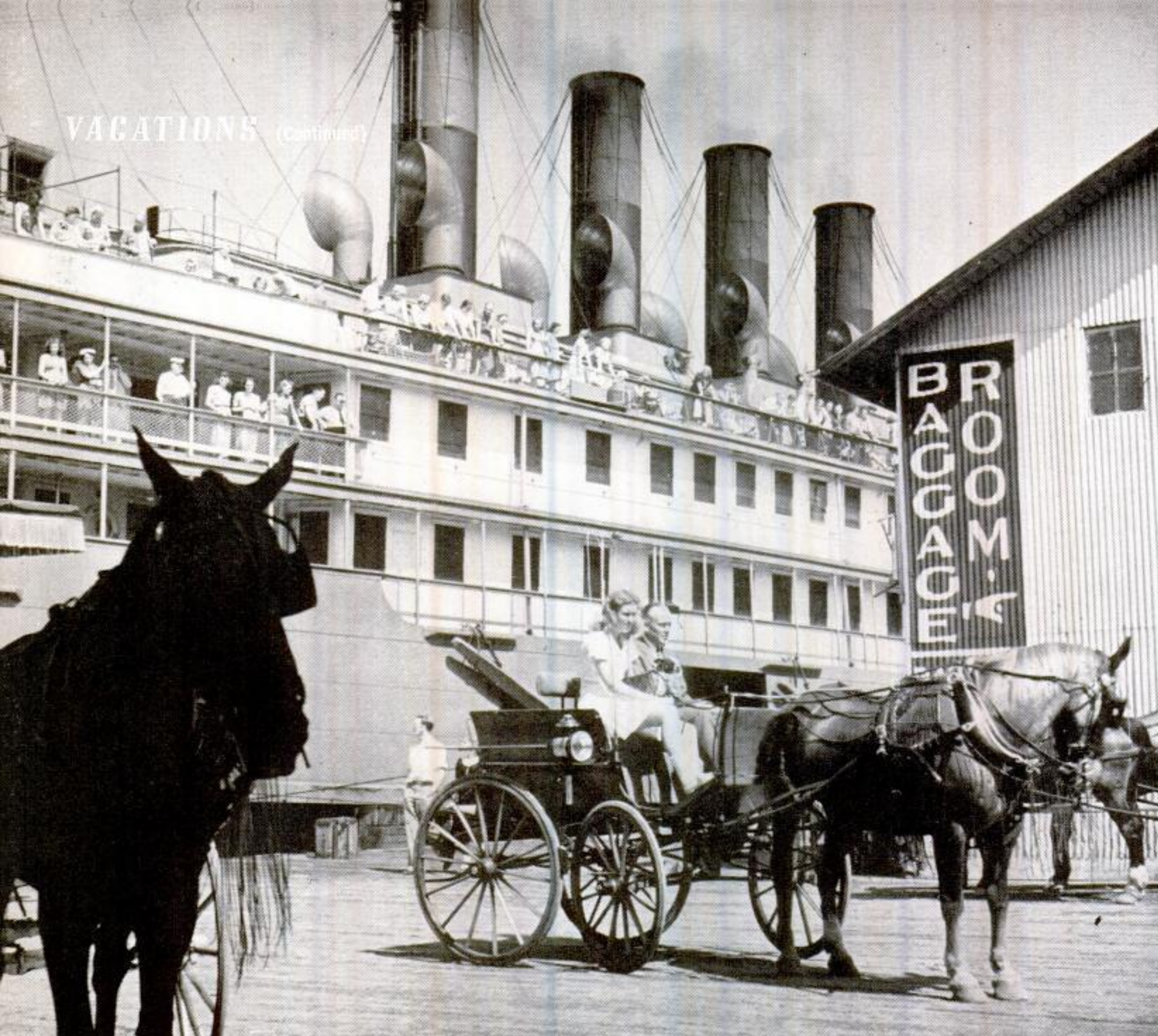


On Lake Mead, which Boulder Dam backs up, the swimming is good, the boating fine and the fishing excellent. Visitors can hire boats for themselves or take cruises on motor launches. The longest cruise goes up to the end of the 115-mi. lake, right between the walls of the Grand Canyon. Half of the tourists take the fascinating trip through the Dam and the powerhouses.



The wide-open town of Las Vegas, Nev. was nothing but a dusty division stop on the Union Pacific until Boulder Dam was built 40 mi. away. Today Las Vegas is gay as can be and, like many another tourist-wise Western town, it smugly proclaims that any amusement a man might want is both legal and accessible. Gambling is the major industry. This is one of the

many gambling houses. The blonde at the crap table is having a good run of luck. Though Boulder City is closer to the Dam, most tourists stay at Las Vegas. Boulder City is built on a Government reservation where neither drinking nor gambling is allowed. Average tourist expenditure there is 75¢. At Las Vegas, on the other hand, the average expenditure is \$7.75.



Boats bring all visitors to Mackinac. They come either on Lake steamers or on ferries from Mackinaw City, where the

trains run. From Chicago island is day by boat or 17 hours by train. From Detroit it is day by boat, half day by train.

MIDWESTERNERS RELAX ON MACKINAC ISLAND

At Fort Mackinac visitors look down on the harbor. Commanding the vital entrance to Lake Michigan, the island

Though more and more Americans year by year do more and more vacation traveling, a huge and immovable bulk of them still prefer to go somewhere and stay for a while. The summer hotel is still an indispensable part of the U. S. vacation scene and, although its traditional rocking chair is giving way to the chaise-longue-on-wheels (see right), the hotel

was fortified by the British in 1780, ceded to the U. S., captured by the British in 1812, ceded back at war's end.



The longest porch in the world (880 ft.) belongs to the Grand Hotel on Mackinac Island. This is one-half of it.

porch is still the place where myriad relaxing Americans long to be.

One of the best-known hotel porches in America belongs to the Grand Hotel on Mackinac (pronounced *Mackinaw*) Island in northern Michigan. Midwesterners roam all over for their vacations—the Ozarks, the Rockies, the great parks of the Northwest, the

Arch Rock is the island's most interesting natural phenomenon. It is a 149-ft.-high natural bridge with a 50-ft. span.





Constructed in 1887, the hotel was once an elegant, hoity-toity social center. Still elegant, it is no longer hoity-toity.

East. But most of all they go to the cool Great Lakes regions.

Mackinac Island is in the Straits of Mackinac, between Lakes Huron and Michigan. A small place, it stubbornly refuses to allow cars on island. Midwesterners who come to Mackinac are largely solid, chummy middle-class folk who have been coming for

Only Virginia's Natural Bridge is larger. The island also boasts a Giant's Stairway, an Echo Grotto, a Sugar Loaf.



The horse is making a last stand at Mackinac where automobiles are forbidden. Tourists can get around by car-

riage, by bicycle, by wheel chair or they can walk. A continuous boulevard runs the 8-mi. circumference of the island.

three or four generations. Some have cottages, most stay in hotels. They sail, swim, fish but also do a lot of sitting. A great many tourists come just for a day to sightsee. A historic spot, Mackinac was the place where John Jacob Astor had early headquarters of his fur company and the place where Edward Everett Hale worked on *The Man Without A Country*.



The swimming pool at Grand Hotel is more popular than the cold lake waters. But the Lakes cool the island, keep

mean summer temperature down to 72°, provide wonderful sailing. The famous Mackinac yacht races are held in July.



YELLOWSTONE "SAVAGES"

WORK FOR THEIR FUN

Vacations are fun for those who take them and hard hot business for those who run the \$5,000,000,000-vacation industry. For a few thousand, vacations are both work and fun. Working your way through a vacation is as respectable an American tradition as working your way through college. At Yellowstone National Park each year 700 college students and teachers get jobs as waitresses, chambermaids, dishwashers, porters, bus drivers. They are called "savages" and get a minimum of \$30 a month, plus tips. They also get plenty of time for hiking, fishing, swim-

ming, dancing or "rotten logging" (i. e., having dates).

Here are shown the lives of two summer "savages," Betty Harlan and George Johnson. Like most "savages," they are repeaters at Yellowstone. Like most, they return because they come to love this wild country. In the evening they see deer and moose wander out of the woods. Walking the roads they meet mother bears who amble along with their cubs. From the lakes they look up at jagged mountains. They watch bizarre geysers stew and spout and listen to the endless rumble of boiling subterranean mud.



Betty the waitress, called a "heaver," majors in art at University of Minnesota, is at Yellowstone for her fourth year.



George the dishwasher or "pearl diver" majors in marketing at Illinois. This is his second summer as a "savage."



Betty and George relax for a moment on a tourist-cabin step. Both of them are working their way through college.



Betty's toothbrushing is done in the great outdoors. Betty (left) lives with other "savage" girls in log-cabin dormitory.



Picking up laundry, George wheels the cart up to the cabin that Betty is sweeping with a very grandiloquent flourish.



Picking up Betty, George carts her along. The bosses don't mind "savages" fooling around so long as work gets done.



On time off they fish in lovely Yellowstone Lake. "Savages" get plenty of chances to visit the glories of Yellowstone.



At Daisy Geyser they observe the eruption. Although not so well known, Daisy is almost as faithful as Old Faithful.



In the fire-lookout tower on top of 10,000-ft. Mt. Washburn, Betty peers out over the unbounded Western forests.



CLOSE-UP

LITTLE LORD

ENGLAND'S AIRCRAFT SUPPLY



BEAVERBROOK BY LOW

Since William Maxwell Aitken, Baron Beaverbrook, became Minister of Aircraft Production in England's War Cabinet last May, two schools of thought have sprung up about the way he conducts his job. One school maintains that Beaverbrook has first hired and

then fired more assistants than there are in the entire British Civil Service outside his department. The other says he has actually discharged almost no one but merely contrived to give that impression in order to stimulate less-energetic colleagues. According to this school His Lordship has a stooge who, dressed up in the uniform of an admiral or a general, comes into his office whenever Beaverbrook is receiving an important visitor. Beaverbrook shouts at the stooge: "Get a week's pay! You're fired!" He then turns to his visitor and remarks calmly: "You see? That's the way I run this office. No red tape."

The difference of opinion about Beaverbrook's methods is characteristic both of England and of Beaverbrook. As its No. 1 newspaper publisher, Beaverbrook has kept his country in a perpetual state of admiring bewilderment for the past 20 years. More remarkable than any mild disagreement about the Aircraft Production Minister's means is a general agreement about his ends. As Minister of Aircraft Production, Beaverbrook's job is today about the most crucial in Britain. His post was created specially for him by his old crony Winston Churchill and accepted on assurance of a free hand and full support.



Nicknamed "The Beaver," England's No. 1 newspaper publisher is currently the country's busiest man. At left: Lord Beaverbrook and daughter, Mrs. Drogo Montagu, at Cherkley his country house.

BEAVERBROOK

DEPENDS ON CANADIAN PEER

by NOEL F. BUSCH

Beaverbrook last week announced that, in addition to purchases already made totaling some 12,115 airplane engines, the Supply Ministry had arranged for the delivery of 3,000 U. S. planes a month beginning in 1941. This announcement was later confirmed by Secretary of the Treasury Morgenthau who said the "details" would be worked out by William Knudsen. In an order of this size working out the details may be a considerable task and Knudsen announced that the 3,000 goal is at least two years away. The fact is, however, that England might get considerably fewer planes than 3,000 a month and still manage to control the air over its own terrain. If Beaverbrook can furnish enough planes to do this, he will have gone a long way toward winning the war single-handed, which is more or less what England's man in the street, long accustomed to regarding His Lordship as a miracle worker, expects of him.

When World War II started, the Chamberlain Cabinet did the best it could by imposing on British industry generally a type of regulation not even thought of in World War I until 1917. The regulation, however, was entrusted to various boards and committees drawn from the industries themselves—i.e., to men who, by long habit, were unable to divorce themselves from notions of making or failing to make money which had nothing whatever to do with notions of making or failing to make a war. Disasters in Norway and Flanders compelled Parliament to perceive that the German Government monopoly of armament could be rivaled, if at all, only by a British monopoly of the same sort. The new Cabinet formed by Churchill consequently set out to substitute, for the lackadaisical "co-operation"

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Cherkley, Beaverbrook's country place in Surrey, is a comfortable pile, equipped with projection room, private clinic and innumerable telephone extensions. In peacetime Beaver-

brook ran England's best papers from his Cherkley dinner table. Currently His Lordship spends the greater part of his time in London and leaves Cherkley to evacuated children.



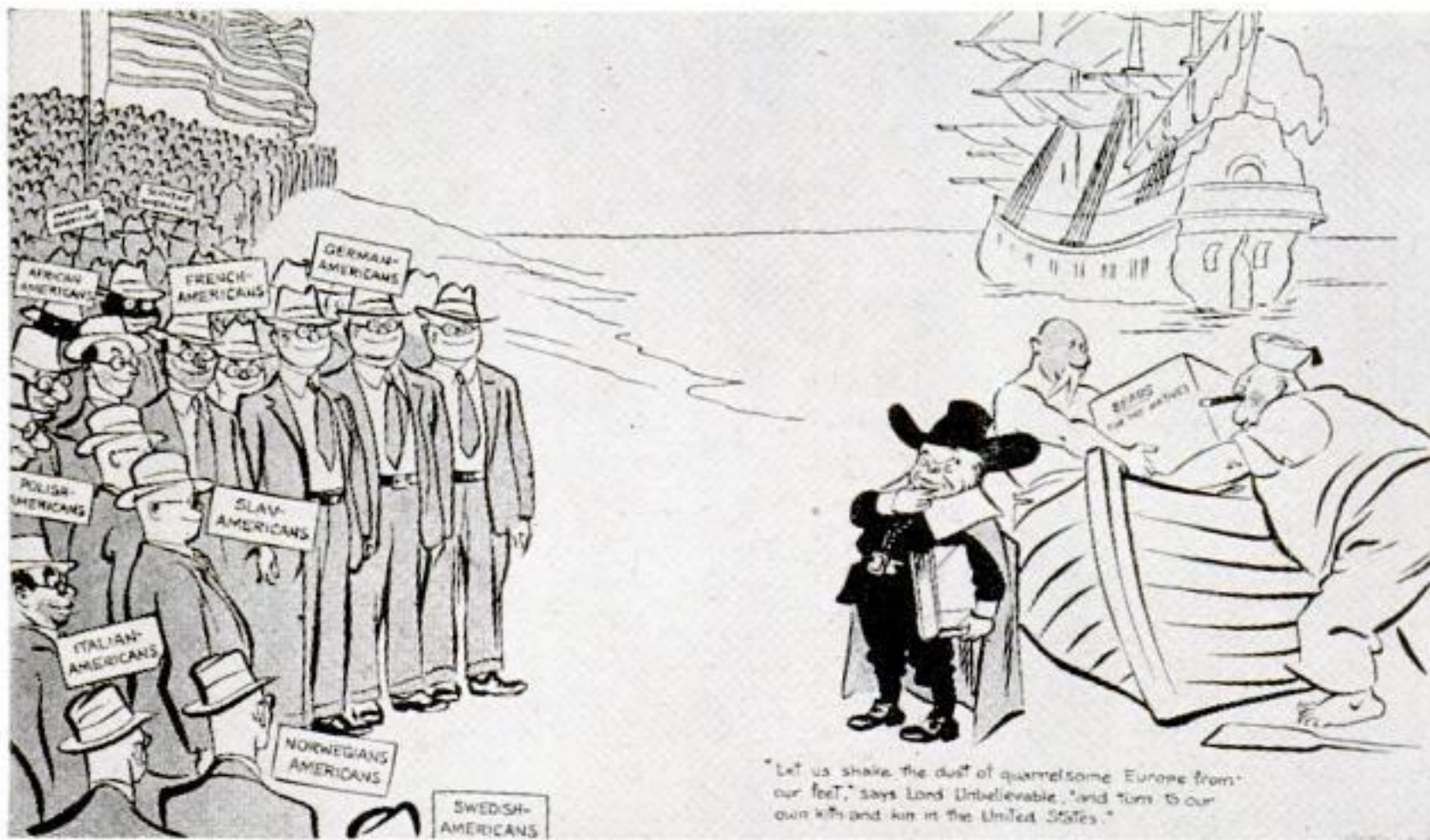
Lord Castlerosse dozes while employer's small fry and friends chatter in sun at Cherkley. Standing are Max Aitken, Beaverbrook's eldest son, and his wife (left). Seated are Mrs.

Montagu and two Royal Air Force friends. A confirmed dictaphone addict, Beaverbrook (below) gesticulates happily while addressing recording machine, which valet will later unload.

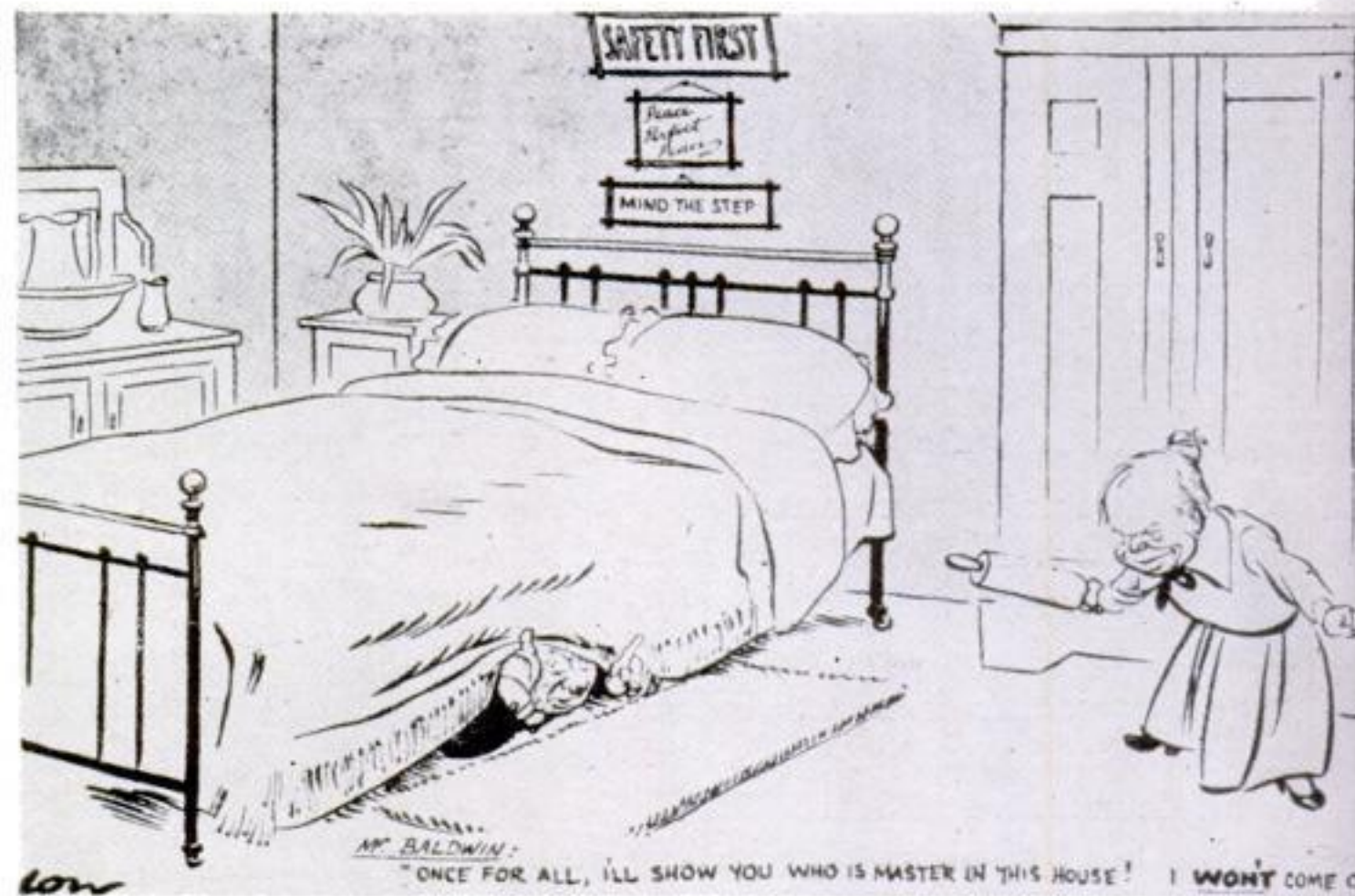


Huge Lord Castlerosse is Beaver's star columnist and one of the Empire's most ingratiating characters. Castlerosse, whose father is a fifth earl, likes to rib Beaverbrook, a first baron, about title.





DAVID LOW, BEAVERBROOK'S FAMOUS CARTOONIST, LIKES TO DRAW HIS BOSS.



STANLEY BALDWIN UNDER BED IN CARTOON ABOVE IS BEAVERBROOK'S OLD ENEMY

LORD BEAVERBROOK (continued)



that British industry had thus far given the Government, a war economy that, though handicapped by a seven-year head start, might to some degree keep pace with the enemy's.

When Beaverbrook was made responsible for production in the most vital of all war materiel, both he and Churchill expected his appointment to cause controversy. Instead, it caused cheers on all sides. Lately, Lord Beaverbrook has been mildly censured from time to time particularly for his stunt of requisitioning aluminum pots and pans for conversion into plane parts, which was considered superfluous but in general his performance even before last week's announcement has justified all expectations.

The Ministry of Aircraft Production was created because among other things the Air Ministry proper, instead of speeding up production, often slowed it down by constant requests for changes and improvements in its planes. One of Beaverbrook's first moves was to demand and get standard specifications from the Ministry. This enabled manufacturers to tool their plants with some hope that they would not be required to retool the next week. In addition to accelerating production, this plan cut down on expenses to the Government

which, partly due to a tendency on the part of labor and capital to connive in giving less production for more money, had long been out of line. As soon as he took office, Beaverbrook made a three-day tour of England's plane factories. Using the Government's emergency powers, he then informed directors' boards that their authority would be suspended for the duration. Company managers and executives were replaced by foremen and engineers recruited from the factories and responsible not to the stockholders but to the Government in general and Beaverbrook in particular.

After he took office, Beaverbrook broadcast an appeal to aircraft workers to accept day and night shifts on a seven-day week. He followed this by a personal announcement to factory heads saying: "Let any firm unable to follow this advice for any reason send me a telegram explaining the difficulties and I will do what I can to smooth it out." Three days after his appointment Beaverbrook asked garage hands, now largely unemployed because gasoline rations have banished cars from England's roads, to enroll as aircraft fitters. Employment exchanges were overwhelmed by the response.

Beaverbrook says British planes are tops

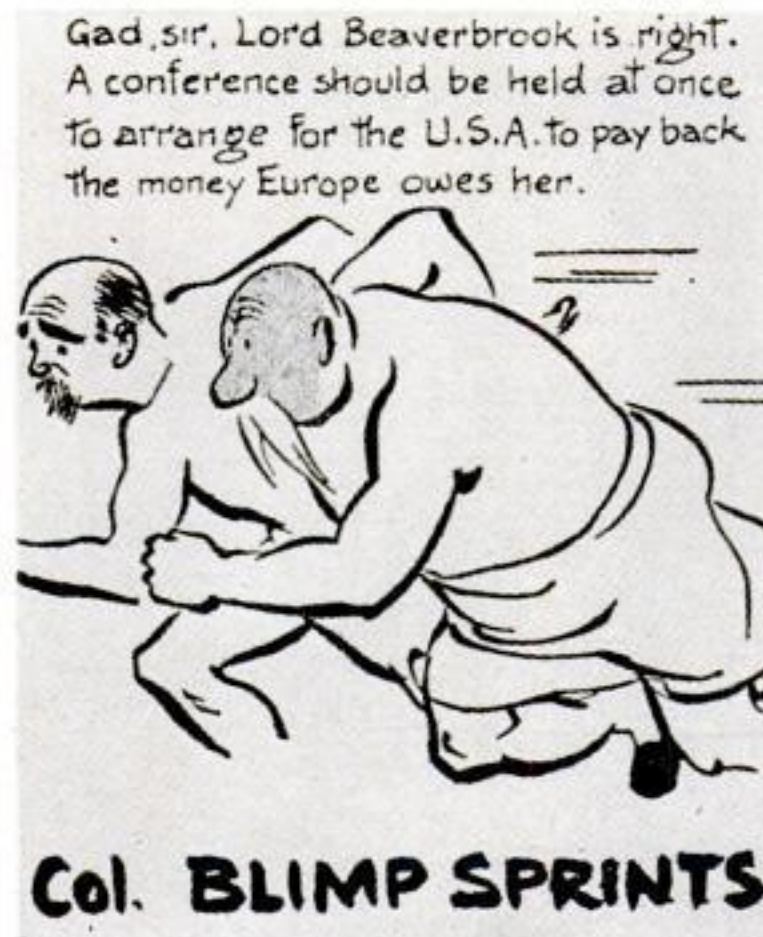
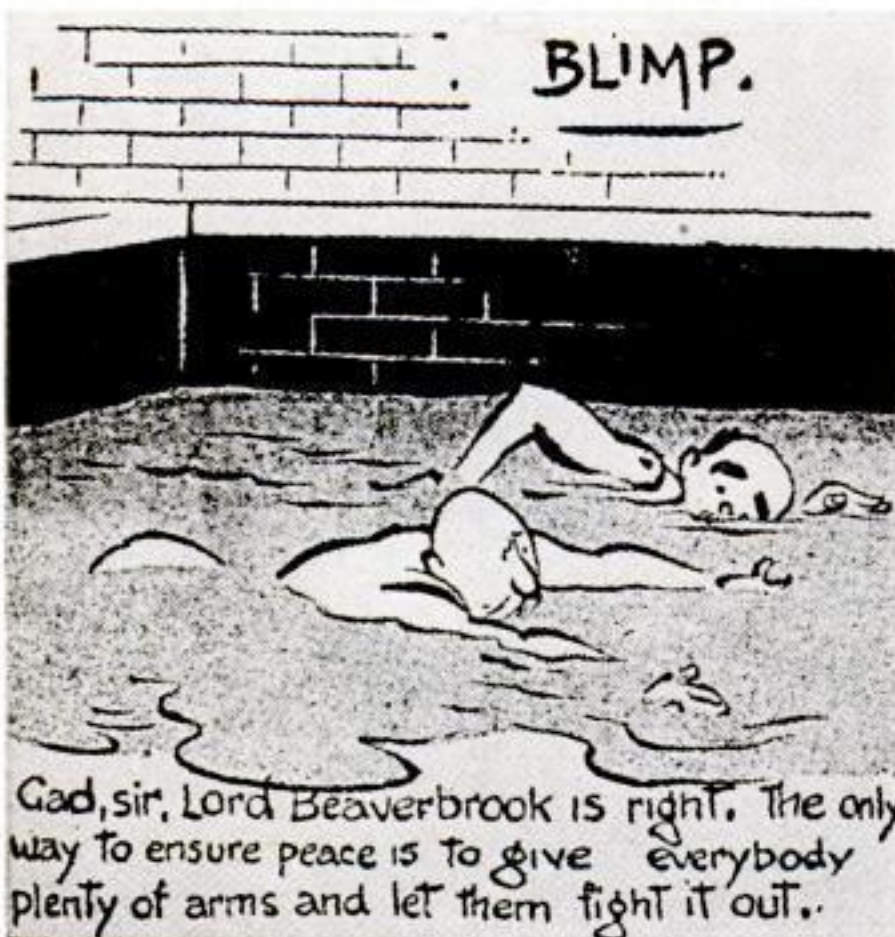
In getting rid of red tape, the British euphemism for the form of mental costiveness that curses that island race, Beaverbrook has shocked his colleagues by releasing news stories of a sort that other ministries, blind to the value of public relations in wartime, suppress. Beaverbrook's readi-

ness to acquaint England and the world with the details of current operations has not yet reached the stage of revealing precise production figures. However, no one has admitted that German raids on England have had the devastating effect they had in France where plane production, a thin trickle at best, was completely shut off by the time the armistice was signed.

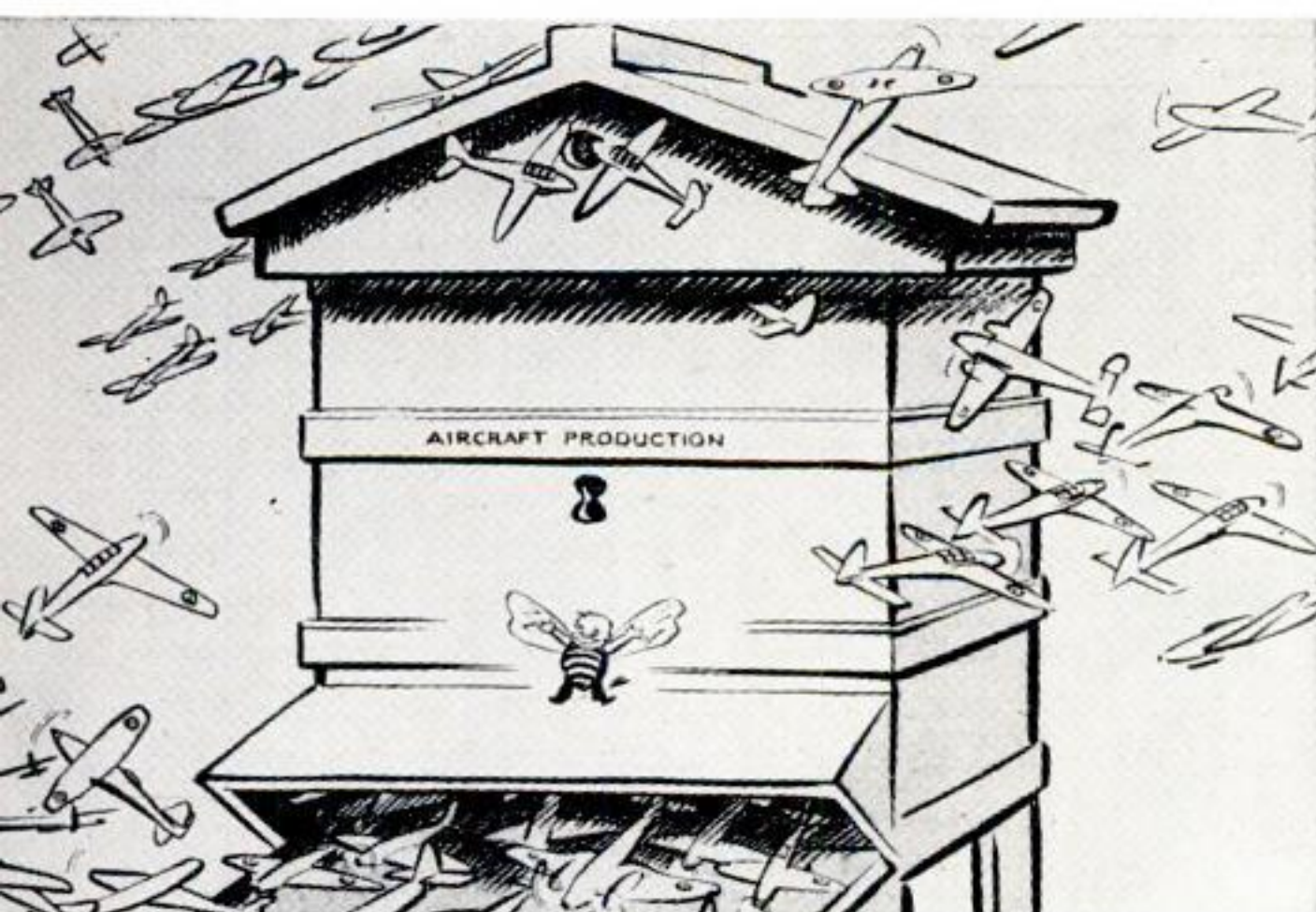
In trying to put things to rights, Beaverbrook may to some extent be making amends for his own errors. For months before war was declared and then before the real war started, Beaverbrook, in line with his Empire trade policy, upheld the superiority of British planes over U. S. imports. While he was not able to make his opinion ruling, it served to render agents of the Chamberlain regime even more penny-wise than they would otherwise have been in ordering U. S. supplies.

When Beaverbrook visited the U. S. last autumn he was quoted as having said to a group of U. S. plane manufacturers: "Don't for one minute get the idea that we are planning to buy any of your blasted planes." Whether or not these were Beaverbrook's words, they were certainly his sentiments at the time, based on the theory that England could produce all the planes it needed. While at present doing his best to remedy England's shortage from all available sources, Beaverbrook is still given to congratulating those who, in his papers and others, extol the clean-cut superiority of the home product.

As an expert on how to stop a military invasion of England, Beaverbrook has many qualifications.



LOW'S FAMOUS CHARACTER COLONEL BLIMP IS A PREPOSTEROUS RETIRED ARMY TYPE WHO HEARTILY APPROVES OF ALL BEAVERBROOK'S VIEWS



LOW'S LATEST BEAVERBROOK CARTOON: "HOW DO TH THE BUSY LITTLE B?"

One of the most impressive is possibly the fact that he successfully conducted a personal invasion of England at about the time Hitler was studying art in Vienna. Born in Vaughan, a village in northern Ontario, and reared in Newcastle, New Brunswick, Beaverbrook arrived in London from Montreal shortly before the last war. He was equipped with a large fortune which he had just made and an insatiable curiosity as to what he should do next. Colonials in London can either be meek and polite, in which case they are snubbed, or aggressive and eccentric, in which case they are regarded as rare and admirable freaks. Beaverbrook chose the latter course. He ran for Parliament, got elected and engineered the coup which put Lloyd George into the Prime Ministership. After the war, having acquired a knighthood and then a baronetcy named after a village near his home town where he used to go fishing, Beaverbrook was bored. He bought a decrepit newspaper for \$85,000, took up residence in the office and, by his abnormal capabilities as a journalist of the "human-interest" school, made it a fabulous success.

A new job cures His Lordship's asthma

While editing, publishing and expanding the London *Daily Express*, Beaverbrook found time for sidelines such as organizing a new political party, fighting the Baldwin Government, advising the Duke of Windsor about his marital affairs, starting a racing stable, writing several books and moaning intermittently about his asthma. Actually Beaverbrook's asthma is a kind of psychic prop which, when he has no other way to gain attention, serves as an excuse either for calling in a regiment of doctors or taking a long trip that will serve to divert his own mind from his bronchial tubes. Before he became Minister of Aircraft Production, His Lordship's asthma was in dreadful shape. He coughed and wheezed from morning to night and seemed barely able to speak. Since May the ailment has disappeared completely and now he rarely even remembers to sneeze.

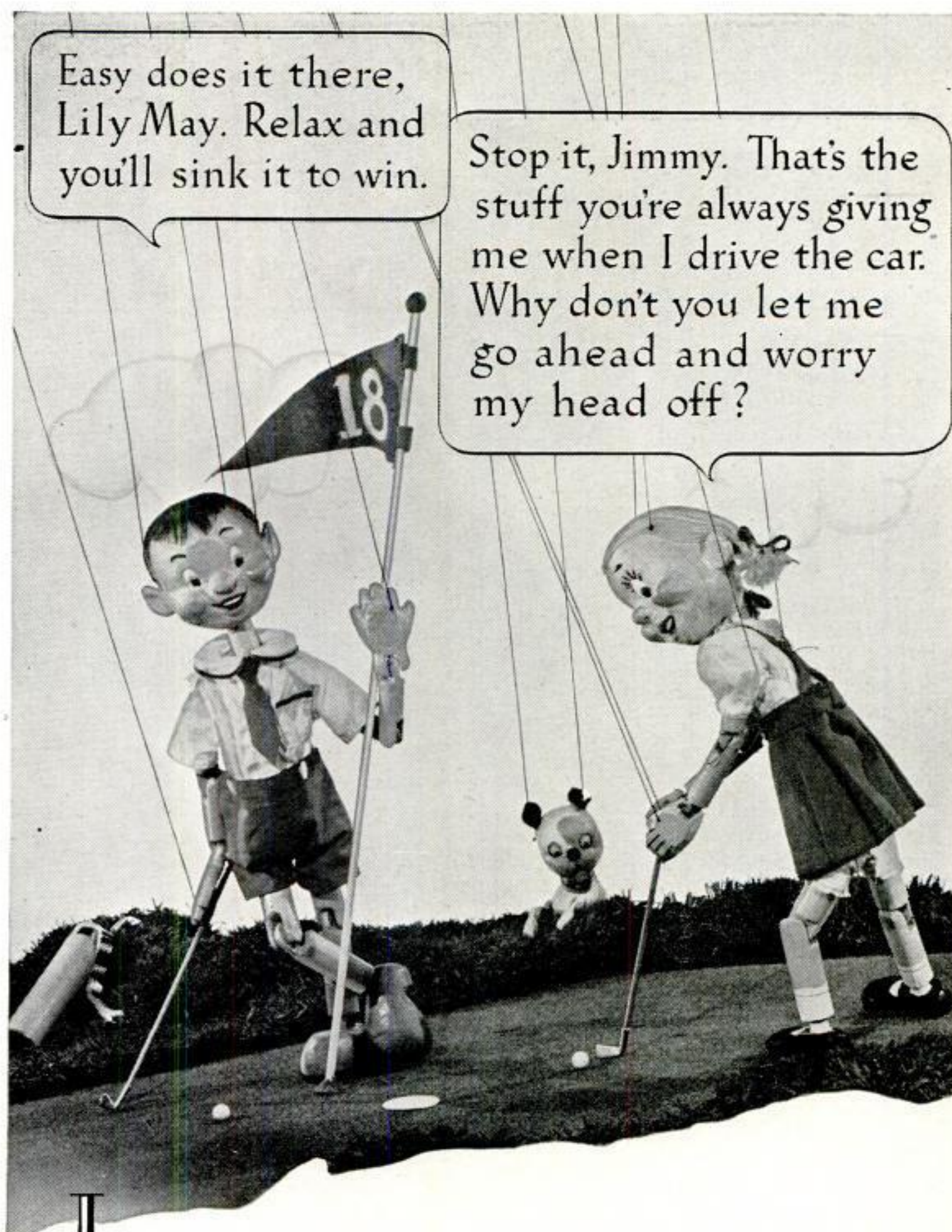
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BEAVERBROOK APPROVES OF LOW'S IMPUDENCE, PAYS HIM \$50,000 A YEAR

Col. BLIMP AND NAKED FACTS

Gad, sir, the "Daily Express" is right. The League of Nations Union is deliberately driving Britain into war with Lord Beaverbrook.



JIMMY has safety on his mind, Lily May. He's a good citizen in a car and appreciates being able to relax—by using the right kind of tires. There's blowout protection and skid control in U. S. Royal Master tires—safety to the last mile. Join the relaxed drivers who return to their U. S. Tire Dealer's for more Royal Masters when they need new tires.

U.S. ROYAL MASTER

1 SKID CONTROL
Hundreds of sharp rubber edges bite through slippery film to grip the road the instant brakes are applied, and stop you quicker, straighter.

2 BLOWOUT PROTECTION
Every ply is a safety ply—each cord in every ply is saturated with pure latex. This Safety Bonding is a costly process to assure the greatest safety from blowouts.

3 LONGER SAFE MILEAGE
Deeper non-skid tread of Tempered Rubber gives more mileage. Runs quiet on all kinds of roads, cleans itself of small stones. Steers easier.

U.S. TIRES
UNITED STATES TIRES ARE GOOD TIRES

Copyright, 1940, United States Rubber Company

UNITED STATES RUBBER COMPANY
U. S. Tire Dealers Corporation • Rockefeller Center, New York • In Canada: Dominion Rubber Co.

"I lived in a haunted house..."



It was just like seeing a horrible ghost—every time I opened that linen closet. There were my clothes all washed and ironed—and there was that dingy shadow of tattle-tale gray. It simply haunted me. I never dreamed my weak-kneed soap was to blame until...



The lady next door asked me to wash the Fels-Naptha way. "Try the *golden bar* or the *golden chips*," she told me. "Either way, Fels-Naptha Soap brings you richer, *golden* soap teamed with gentle dirt-loosening *naptha*. And those two busy cleaners get the grimeiest, tattle-tale gray dirt."



Well, I was so frantic I rushed to the grocer's for that big, *golden bar* of Fels-Naptha Soap. And do I thank my lucky stars! My washes now look like a million—so sunny-white and sweet-smell-

ing! I'm so proud of my curtains and clothes and linens, I just love to have folks come into the house. And, Jim...well...if you could see how he hugged me last night, you'd know *he's* proud of me!

**Golden bar or golden chips—
Fels-Naptha banishes "Tattle-Tale Gray"**



P. S. Use the Fels-Naptha bar for bar-soap jobs. Use Fels-Naptha Soap Chips for box-soap jobs. The crinkly flakes made of richer, *golden* soap and *naptha*. They're HUSKIER—not puffed up with air like flimsy, *sneezy* powders. Wonderfully sudsy, too—thanks to a new, added suds-builder!

Copyright, 1940, Fels & Co.



LORD BEAVERBROOK (continued)

In a lifetime devoted to picking up new trades, Beaverbrook has demonstrated a genius for first learning all about and then organizing and promoting any undertaking to which he turns his hand. By what must have been an oversight, he has never been an airplane manufacturer, but he has been an ardent aviation buff for the past six years. His Lordship has owned half-a-dozen planes of assorted sizes and once tried to learn to fly himself but without success. Fortunately about the time he had proved to his own satisfaction that he was not cut out to pilot a plane, his eldest son Max, who had proved to everyone's satisfaction that he was not cut out to be a newspaper publisher, took to the air and became an expert. At the moment when old Max was throwing the British aviation industry into high gear, young Max, now a squadron leader in the R. A. F., was dog-fighting over Dunkerque harbor. Unlike figures for old Max's production of English planes, figures for young Max's destruction of German planes are definite. He has thus far simplified his father's job appreciably by shooting down eight with four more "possibles" on his list. Last June he got the Distinguished Flying Cross for showing "dash and gallantry."

Although now a leading figure in the war, Beaverbrook has not himself been conspicuously warminded. Just before Munich, when his editors, like all others in London, expected the town to be bombed any minute, Beaverbrook ordered his papers to carry the headline: "Britain will not be involved in a European war this year, or next year either." Although, as Beaverbrook grumpily observed, his staff showed how little they thought of this forecast by putting sandbags around the shiny glass doors of the *Express* Building and outfitting themselves with asbestos coveralls, the papers followed his instructions. When Beaverbrook's prophecy was proved wrong last autumn, the little lord took the slant that it was not so much his prediction as the war itself that was in error.

He works 16 hours a day

On the day Beaverbrook began his efforts to hurry plane producers along the Supply Ministry's assembly line, he severed all connections with his papers. His Lordship has transformed the study of Stornaway House, his London mansion, into a sort of adjunct of the Ministry in the old Imperial Chemicals building. Beaverbrook currently works 16 or more hours a day, starting at home, moving to his office at 10:30 A. M. and returning to Stornaway House again for the evening. His country house, Cherkley, which Beaverbrook has had rigged up with a private radio station to improve his news-gathering facilities, is currently housing a swarm of evacuated children and His Lordship rarely goes there.

Beaverbrook loves the U. S. and usually spends a month or so of every year at Miami. A few years ago he delighted admirers on both



Personnel of school in Newcastle, N. B. attended by Lord Beaverbrook. Little Beaver, whose teacher recalls him as "an imp of mischief," appears characteristically in the upper left-hand corner. Beaverbrook's eight brothers and sisters still live in Canada.

sides of the ocean by making a round trip to the U. S. in eight days, remaining in New York only overnight. Although he told reporters he was thinking of taking up residence on a liner because he liked the sea air, Beaverbrook had actually cut short his visit because the Duke of Windsor, then King, had called for his counsel. To keep busy while scuttling about the globe Beaverbrook collects gadgets. On his last trip to America, in October, he discovered the existence of small portable radios and, planning to startle his friends, took back three. When he arrived in London he found even smaller radios on sale. Delighted, Beaverbrook laid in a stock of these too and entertained dinner guests at Cherkley by dancing about the drawing room with a Tom Thumb receiving set hung around his neck like an up-to-date organ grinder's monkey.

Though fond of radios, Beaverbrook is even more partial to dictaphones, of which he has three, and to telephones, of which he has more than anyone in England. Both his houses contain so many instruments that they resemble suburban exchanges. Telephones are also scattered about at convenient nooks outside—a landscape-gardening motif that he may have borrowed from William Randolph Hearst at whose wired ranch he was a guest in 1922. When he became Minister of Aircraft Production, Beaverbrook's first reaction was naturally to call for another telephone. The problem of where to put it was finally solved by having it installed in his bathroom.

From bowling alley to bank

Beaverbrook's major contribution to English literature probably is a book called *Success*, written in the 1920's when this subject was popular. He points out that one difference between America and England is that in America the best minds go in for making money whereas in England the best minds go in for politics. If one test of a good mind is its ability to adapt itself to its surroundings, Beaverbrook's claim to one is excellent. Brought up in genteel poverty as one of the nine children of a Presbyterian preacher at Newcastle, New Brunswick (pop. 3,000), he set out to make his fortune at the age of 20. At the age of 30 he had become a multimillionaire and was ready to begin his new life as a political best-mind in England which has been equally effective. Beaverbrook likes to shake his head more sadly than circumstances warrant over the penury of his early days. But what actually happened was that, having quit school at 18, washed drugstore medicine bottles, studied a little law under R. B. Bennett, who later became Canada's Prime Minister, run a bowling alley and sold sewing machines, insurance and stocks, he got a job as secretary to a Halifax investment banker named John P. Stairs.

Always a live wire, Beaverbrook helped Stairs negotiate a merger with another Canadian bank. Stairs and some of his friends liked Beaverbrook's style and gave him free rein. Beaverbrook had kept an attentive eye on such U. S. systems of capitalization as were just

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Beaverbrook in bowler and loud suit started his political career in England as M. P. for town of Ashton under Lyne, where this picture was taken in 1913. On His Lordship's right is his old friend, R. B. Bennett, who became Canadian Prime Minister.

"An old maid showed me how to raise my baby"

An "unlucky" mother gets some modern tips about child care...



1. I was unlucky, I guess. Some women go through pregnancy hardly knowing it. Mine was awful. Some mothers have babies good as "gold." Mine used to howl all night long. And was terribly constipated in the bargain.



2. One day an old friend of the family came to visit us. The house was a mess. The baby upset again. And I was on the verge of tears. My friend put her arms around me and said maybe she could help.



3. "I may be an old maid," she said, "but I work for a baby doctor. And he always asks mothers if they use special food... do they use special powder... special baby medicines. You see, everything a baby gets today should be made especially for him."



4. She looked up on the dresser and saw the laxative I was using for the baby. "Now that adult laxative up there," she pointed: "my doctor would advise against it. He would recommend one made especially for children... one like Fletcher's Castoria."



5. She told me that Fletcher's Castoria was designed especially and only for a baby's needs. It's gentle, as a baby's laxative should be. Yet very effective. It works mainly in the lower bowel—so it's not likely to upset the stomach. And above all, she said Fletcher's Castoria is SAFE.



6. So I bought a bottle. It worked like a charm! But one of the pleasantest surprises was its nice taste. If your baby is a medicine-hater, as mine is, you know how important taste can be. So you can bet I keep Fletcher's Castoria always handy. (I honestly couldn't recommend a better laxative.)

Chas. H. Fletcher

CASTORIA

The modern—SAFE—laxative made especially for children



HIGH-STRUNG DOGS OFTEN SUFFER FROM VITAMIN B₁ DEFICIENCY

Veterinary Scientists Find

● Don't blame your dog if he's easily upset and constantly "on edge." According to recent findings of veterinarians, dogs can be nervously upset in many ways, when sufficient vitamin B₁ is lacking in their diets. Some advanced symptoms are jittery nerves, extreme timidity, desire to run and hide—

eating decayed matter—and often, running, howling convulsions. In fact, some authorities say this vitamin B₁ deficiency develops into conditions so serious they take the lives of over 100,000 dogs a year. Fortunately there is an easy way to be sure your dog gets all the vitamin B₁ he needs for good, sound nerves.

GET KEN-L-RATION'S EXTRA VITAMIN B₁ PROTECTION FOR YOUR DOG

Plus 6 Other Vitamins



You know your dog gets plenty of vitamin B₁ when you feed him Ken-L-Ration. Both laboratory and feeding tests show it contains more than twice a normal dog's daily needs—helping you keep his nerves on the safe side! Besides, Ken-L-Ration is rich in all six other vitamins necessary for sturdy bones, resistance to disease—and all-around good health! No wonder so many dog owners are turning to Ken-L-Ration.

Has Bonus of Lean, Fresh Meat, Too!

Don't confuse Ken-L-Ration with cheap dog foods made solely of by-products and scraps. Ken-L-Ration contains plenty of good, lean muscle meat. Made by dog food specialists exclusively devoted to the safe, scientific feeding of your dog. Yet Ken-L-Ration is inexpensive! Start feeding your dog Ken-L-Ration now—see how amazingly he thrives!

KEN-L-RATION

The Food of Champions



LORD BEAVERBROOK (continued)

then being publicized in the uproar preceding Teddy Roosevelt's trust-busting. Using capital supplied by Stairs and his friends, he soon achieved a string of mergers, promotions and refinancings that would have been impressive in Wall Street 20 years later. He climaxed these by consolidating practically the whole Canadian cement industry.

By the time of his marriage to the daughter of a Canadian Major-General in 1906, Beaverbrook was enough in the public eye to become a political scapegoat. Some of the impetus for his transfer to England and his debut in politics was undoubtedly due to a commotion in the Montreal press and financial world in which Beaverbrook was accused of launching a vicious monopoly. "I was bitterly hurt and injured by the injustice of these attacks," Beaverbrook later wrote, explaining that he was really a public benefactor. It seemed wiser, all the same, to go where his talents for public benefactions would be better understood.

For a young man who lands in England with a large fortune, cleverness and an itch for attention, only one more thing is necessary: an influential friend. Beaverbrook's patron was Bonar Law, like himself a product of New Brunswick, whom he had met on earlier business trips to London. When Law suggested that he lend a hand in the general election of 1910, Beaverbrook generously offered to stand for a constituency which, after a lively campaign, he won. Through the next half-dozen years, Beaverbrook's Parliamentary career advanced to the point where, though no orator, he was highly regarded as a power behind the scenes. It was climaxed when, in 1916, he effected a historic parley between Bonar Law and Lloyd George at Cherkley. The meeting resulted in an agreement whereby Lloyd George was made Minister for War in the first Coalition Cabinet under Lord Asquith. This appointment turned out to be the stepping stone for Lloyd George's ascent to the Prime Ministership. Deemed too unknown for an important Cabinet post, Beaverbrook got a peerage and, later on, the Ministry of Information.

In Beaverbrook's invasion of England, a quality that helped him greatly was his eccentricity. Americans sometimes consider the English a conventional race, hidebound, snobbish and set in their ways. Actually, most Englishmen are amenable and friendly while those who can afford it are so eccentric that in the U. S. they might well qualify for observation. Except for Vienna in the heyday of Freud, it is probable that no city of the earth has contained so many human oddities as modern London. Englishmen in high places believe in ghosts, beating their wives, fox hunting, fairies, Esperanto, Hungarian monarchies and enough other absurdities to keep von Krafft-Ebing busy for a decade. In this environment Beaverbrook has not only held his own but outdistanced most of his competitors.

He names his plane after a preacher

In Beaverbrook's case, mild claustrophobia is suggested by devotion to radios, telephones and dictaphones, and also by a love of



Black Glass House, where *Daily Express* is published, is handsomest building on Fleet Street, London's newspaper row. Beaverbrook avoids it.



His Lordship's bedroom looks like power-plant control room. Night tables contain lamps, tele-

travel. Over-acquisitive, as shown by his premature collection of exaggerated wealth, he is afflicted by religiophile tendencies expressed in hero worship of the Scottish Presbyterian preacher, John Knox, whose portraits litter his house and after whom he named his Lockheed monoplane. His Lordship also likes to do penance. Once, in a gay party of millionaires and millionaires' wives at Cannes, he pulled up his sleeves and showed that his cuffs were held together by two safety pins. A confirmed hypochondriac, he has a room furnished with every known device for the treatment of asthma and often retires there in peacetimes to cultivate his physical symptoms. Equipped with a delicate palate, Beaverbrook employs chefs who are told to concoct mixtures so elaborate that he will be unable to guess what is in them. Beaverbrook refuses to reveal whether or not he likes these mixtures. This drives the chef to despair which ends only when Beaverbrook fires him and gets a new one. His Lordship's philanthropies are proverbial. He once raised the yearly pay of an employe from \$10,000 to \$50,000 in one jump. The employe wept. Beaverbrook laughed.

Elsewhere, Beaverbrook's eccentricities might have gotten him into trouble. In England they only got him into books. Beaverbrook has been immortalized in most of the important memoirs of his era. In fiction, his most noteworthy appearance is as Lord Copper in *Scoop* by Evelyn Waugh. Lord Copper is a newspaper publisher so unpredictable that he hires a garden columnist to report the Ethiopian War. This is a gross understatement of the methods employed by Beaverbrook in reality.

Before Beaverbrook bought the *Daily Express* shortly after the war, he asked his friend, the late Lord Northcliffe, then England's ranking press lord, what to do about it. "How much money have you?" asked Northcliffe. When Beaverbrook told him, Northcliffe shook his head. "If you stay in Fleet Street you'll lose it all," he said. This answer pleased Beaverbrook. In order to contradict it, he decided to stay in Fleet Street literally as well as figuratively. Equipped with a grand piano, a divan, desk, chairs, and four electric heaters, Beaverbrook moved into a loft above his city room, hired a maid who still makes tea for the *Express* staff every afternoon, and set to work.

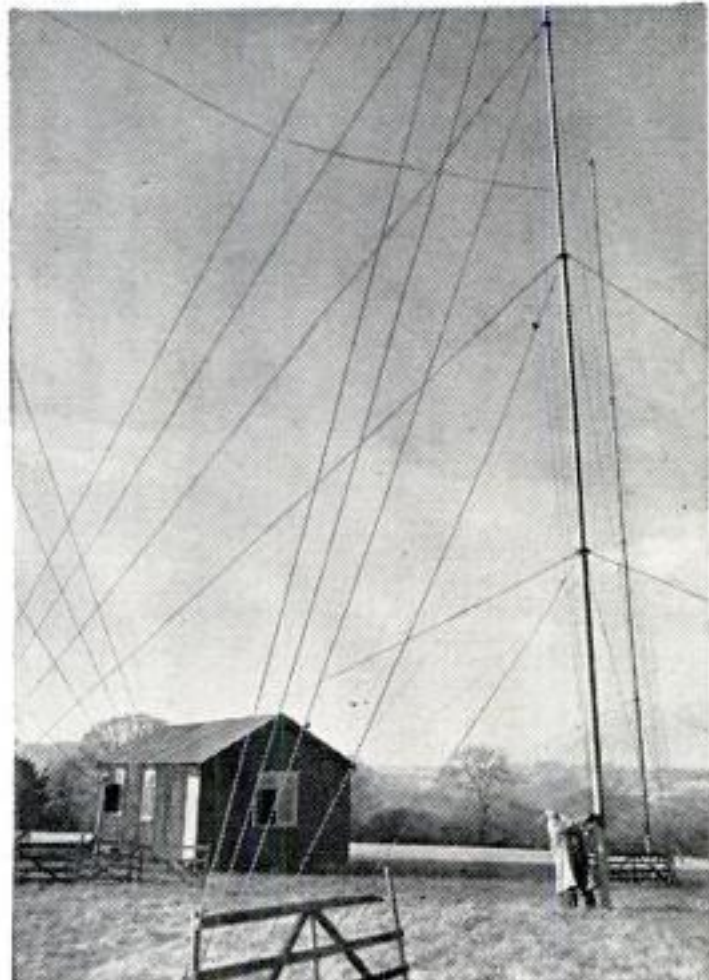
His paper enjoys world's biggest circulation

At the time when Beaverbrook took over the *Express* his principal journalistic experience had been gained as a newsboy at the age of 6 when, in order to surprise his father, he had peddled papers in Newcastle, N. B. Now, in order to surprise Lord Northcliffe, he announced that he would turn the *Express* into the world's biggest paper. At the time he took it over the property was losing \$2,000,000 a year and had a circulation of about 450,000. London newspapers operate like movie-theater bank nights only instead of giving away free dishes and Bingo games they give away accident-insurance policies. As an old insurance man, Beaverbrook liked that plan and immediately offered higher insurance to his readers than readers of the *Daily Mail* got from Northcliffe. Northcliffe returned the raise. Beaverbrook raised back. By the time this process ended, heirs to the readers of either paper were assured \$50,000 in case of death by act of God and Scotland Yard had begun to anticipate a massacre.

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phones, radios, asthma elixirs, and omnipresent dictaphone tended by Beaverbrook's omnipresent valet, Albert.



Private radio station at Cherkley is one of Beaverbrook's favorite news-gathering devices. He also collects miniature receiving sets.

My best customer WOULD come to town at the peak of the HOT SPELL!

HOT-WEATHER PERSPIRATION GAVE ANDY

B.O. (BODY ODOR)

AND NERVOUS TENSION MADE IT WORSE

WE'LL HAVE TO BE ON OUR TOES TONIGHT, HONEY. NELSON IS AWFULLY IMPORTANT TO ME

LATER I'M SORRY WE MUST LEAVE SO EARLY. THIS UNFORTUNATE HEADACHE - ER - ER -

I DO HOPE YOU'LL COME AGAIN, MRS. NELSON

I KNOW WHY THEY LEFT. BECAUSE OF THE THING I'VE BEEN HINTING AND HINTING TO YOU ABOUT. NOW I'LL SAY IT RIGHT OUT - 'B.O.'!

BUT JEAN! YOU KNOW HOW OFTEN I BATHE!

JEAN FOUND THE ANSWER ALL RIGHT - LIFEBOUY IN MY MORNING BATH REALLY PREVENTS 'B.O.' THIS BRACING, PURIFYING LATHER SURE PUTS THE FIGHT IN A FELLOW, TOO

Take Note! "B.O." A DOUBLE DANGER IN SUMMER!

● In hot weather we all perspire, and that's just an invitation to "B.O." Nervous perspiration that comes from excitement or emotions doubles the danger.

Lifbuoy Health Soap in your daily bath really protects you. It's the only popular soap especially made to prevent "B.O." Lifbuoy puts tang, refreshment into your bath. Loads of purifying lather. Lifbuoy has an exclusive deodorizing ingredient. More folks use it for their bath than any other soap. Get it today!



I SPENT THE DAY WITH MR. NELSON. HE GAVE ME A BIG ORDER AND WANTS TO TAKE US TO DINNER

THAT'S SPLENDID!

TO HERSELF ANDY WON'T BE SHADOWED BY 'B.O.' THIS TIME!

LIFEBUOY HEALTH SOAP

Its crisp odor goes in a Jiffy - Its Protection lasts and lasts

“Stirring... Challenging... Memorable... Inspiring..”



Last week, in Washington, “The Ramparts We Watch” had its first showing. This was because of the national significance of much that this new picture reveals

and the imminence of national dangers for which it supplies enlightening background.

Here is what government leaders, critics, columnists, and others think of “The Ramparts We Watch.”

“A strikingly different and challenging motion picture—an encouraging and provocative spectacle. The story has drama, poignance, humor, movement. An inspiring lesson from history, reduced to the simple intimacy of the family album. 100% timely today.”

Jay Carmody, Washington Star

“A moving, prophetic, significant story. No American who sees it will ever forget it.”

Major George Fielding Eliot

“‘The Ramparts...’ is an utterly true picture of the most exciting period of American history. To those who lived through the great war, the emotion this picture brings is so personal as to be an intimate experience. It is exactly what each of us saw and heard and felt.”

Mark Sullivan

“It is marvelous. I enjoyed every minute of it.”

*Major General T. Holcomb,
Commandant, U. S. Marine Corps*

“A magnificent success as a completely accurate and stirring presentation of the events of 1914-18. This is a picture that American youth must see. It will make them think.”

*Charles Taussig, Chairman
National Advisory Committee, N. Y. A.*

“Deeply impressive.”

Senator George W. Norris

“I think it will cure the pacifism of the young men of today; I don’t mean to say that all the young men of today are pacifists, but this picture will cure those that are.”

Senator Carter Glass

“‘The Ramparts We Watch’ is timely to a split second—chronicled with an impact that is stunning, vastly inspiring in its inescapable reminder of the capacity, the courage, and greatness of a unified America. It was spontaneously cheered by the audience.”

Nelson B. Bell, Washington Post

“THE Ramparts We Watch”



FIRST FEATURE PICTURE PRODUCED BY THE MARCH OF TIME



LORD BEAVERBROOK (continued)

The arrangement cost Beaverbrook about \$600,000 a year but it sent the *Express* circulation well over 500,000. It cost Northcliffe, whose papers had about 2,000,000 readers, more than twice as much; and the prestige gained in this press war put the *Express* back

on the map as an important paper.

Having proved himself able to play this circulation game, Beaverbrook next dug out of his inexhaustible bag of tricks an uncanny knack for intimate, chatty, journalistic showmanship which delighted English readers. By the time the current war started, rivalry between the *Mail* and the *Express* was practically over. Still an influential paper, the *Mail* was down to less than 2,000,000, whereas the *Daily Express*, by this time supported by a Sunday edition and a de luxe tabloid called the *Evening Standard*, was averaging 2,600,000 copies a day, by far the biggest daily circulation in the world.

Beaverbrook assembled an extraordinary staff of which the most extraordinary member is probably the star columnist of the Sunday *Express*, Lord Castlerosse. A British composite of Walter Winchell, Alexander Woollcott and Lucius Beebe, Castlerosse is a 300-lb. ex-naval officer whom Beaverbrook picked up in Paris shortly after the last war. Heir to vast estates in Killarney, Ireland, which he is currently converting into a combined golf course, deer park and salmon-fishing paradise, Castlerosse at this period was having difficulties making both ends meet. His difficulties were aggravated by the fact that he found it impossible to live on less than \$25,000 a year and had no source of income. Captivated by Castlerosse’s flow of anecdote, Beaverbrook characteristically decided to make his new friend the business manager of the *Express*. This was a failure. Beaverbrook, who had been studying writing for almost two years, then decided to teach Castlerosse how to write. This was a failure also but Beaverbrook has not yet discovered that fact nor have apparently readers of the Sunday *Express*. The dazzling results of Castlerosse’s struggles with his own inspiration, Beaverbrook’s literary precepts and the material gathered in the course of a high-class pub-crawl are England’s favorite weekend reading.

Caricatured as imp, insect or devil

Most newspaper publishers are obscure souls. Forbidden by modesty to write glowingly about themselves, they are deterred by professional etiquette from writing meanly and by jealousy from writing gently about their colleagues. Thus they all remain more anonymous than their lowliest employees. Beaverbrook long ago found a way to overcome this occupational malaise. Realizing that while readers would never believe anything written about him in his own papers, he also saw that they would only resent it if the papers wrote nice things about him. He therefore gave his staff permission to ridicule him in print and picture whenever it saw fit. So far, Low, the brilliant cartoonist of the *Evening Standard*, has made more spectacular use of this franchise than any of his colleagues and never loses a chance to portray his boss, whose spindling figure and face of a sad goblin make him perfect material for caricature as an imp, an



Lady Beaverbrook, who died in 1927, was daughter of Major General Charles Drury. Their three children are Max, Jan, Peter.



Floodlighted cross at Cherkley marks no grave. Its purpose is to remind Lord Beaverbrook that he is a Presbyterian.

insect or a devil. In their stories William Hickey, star columnist of the *Daily Express*, and Lord Kinross, columnist for the *Evening Standard*, ridicule their chief whenever possible. Treatment of this sort tickles Beaverbrook so much that he has even showered premiums on outsiders for particularly effective insults to himself. When Beaverbrook made a speech in Manchester during his crusade for Empire trade, an editorial in the Manchester *Guardian* sneered at Beaverbrook as a "peddler of dreams." His Lordship hired the author of the diatribe, Howard Spring (*My Son, My Son!*), to write editorials for the *Express*.

Less picturesque but even more valuable to Beaverbrook than by-line celebrities are the key men of the *Express* and *Standard* staff who are all comparatively young. They are headed by E. J. Robertson, his general manager; Arthur Christiansen, editor in chief of the *Express*; and Frank Owen, editor of the *Standard*. Robertson is an ex-hotel porter from Galt, Ontario to whom Beaverbrook once promised a job and who came to London to collect it. Owen is a reformed politician who once enjoyed the distinction of being the youngest member of Parliament.

To U. S. readers all English newspapers are a mystery. At first glance they look impossibly bad. It seems clear though that if they were as bad as they looked no one would read them. Obviously many people do. The answer to this puzzle lies in the fact that the vast English middle class, while better behaved, is not nearly so alert as the vast U. S. middle class. The truth is that English papers are indeed just as bad as they seem but their readers do not know it. Recognizing his advantages in coming from a continent where journalism attracted first-rate minds, Beaverbrook has both copied and set patterns for U. S. journalism. For several years His Lordship made it a rule that all his editors must read the weekly newsmagazine *TIME*. Beaverbrook's word is law at the *Express* and some members of his staff took the command so seriously that they not only read *TIME* but wrote it out on their own typewriters and sent it to the printer so that *Express* readers could see it too. The results have been generally helpful.

Beaverbrook and the British Empire

One day last autumn, German bombers raided the east coast of England. A London paper covered the event as follows: "German planes flew over the coast again last night but they did little damage. When the planes were sighted three of our fighters went up to intercept them. One of the invaders was downed and the rest made off with their tails distinctly down." Censorship or no censorship, no U. S. newspaper would be capable of covering an air raid on Long Island in quite such desultory style. Beaverbrook's journals are rarely guilty of such lapses. Writing in them, while not good according to U. S. standards, lacks the turgidness, irrelevance and babyishness common to their rivals and most of his star reporters could hold down jobs in New York. Less distinguished for news coverage than for entertainment value, the *Express* has recently been accenting U. S. crime and movie news to distract its readers from the war. Beaverbrook's papers also serve as mass recordings of their proprietor's political views. Chief among these is his devotion to the concept of the British Empire. For 20 years he has been trying

CONTINUED ON NEXT PAGE



Evacuees, of whom Cherkley houses 21, enjoy themselves greatly. They are cared for by butler and other servants who currently have little to do while His Lordship works 16-hour days in London. The schoolboy evacuees are having tea in the servants' hall.



A Good Kind of Garden to Cultivate

There's one thing you'll like about America's new kind of beer gardens and taverns—you can see instantly that they are clean, decent, inviting places worthy of your patronage.

They sell good beer—refreshing, appetizing, wholesome—the beverage of moderation.

Most of today's beer retail establishments are like this. The Brewing Industry wants to make sure that *all* beer taverns are.

To protect your right to drink good beer, we have instituted a "clean-up or close-up" program to cooperate with law enforcement officers in removing anti-social influences from the retail sale of beer. This program is now in effect in some States. It is being extended.

We think you ought to know about it. May we tell you—in an interesting *free* booklet? Write: United Brewers Industrial Foundation, Dept. A17, 21 E. 40th Street, New York.

BEER... a beverage
of moderation



**"FOR FLEAS
MY GENTLE
MASTER USES
DWIN"**



ALL gentle pet owners can get rid of fleas on dogs and cats; lice and mites on canaries and other feathered pets with DWIN, the modern, truly fragrant insect killer. It's new, different and better. Contains no kerosene! Use in house and garden! Made for effectiveness and efficiency -- not price -- DWIN COSTS MORE but is WORTH IT. If your dealer cannot supply you, a full size can will be sent post paid on receipt of 49 cents.

BALDWIN LABORATORIES, INC.
SAEGERTOWN, PA.

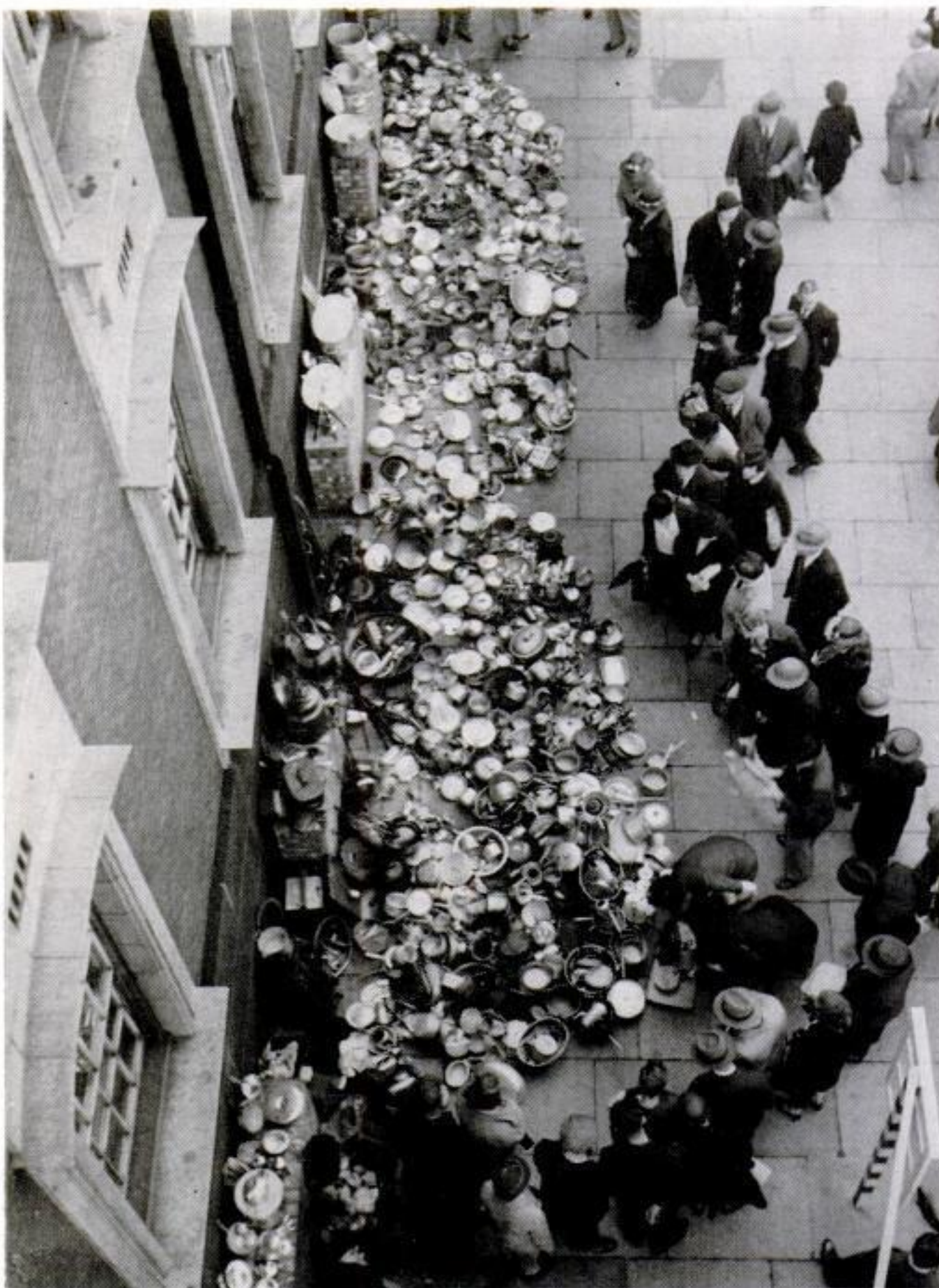


LORD BEAVERBROOK (continued)

to persuade England to think of itself in planetary rather than insular terms and make corresponding economic and political adjustments. When Beaverbrook bought the *Express*, he told friends that his money-making days were over because the process of getting rich no longer amused him. This was no doubt sincere but the *Express* has nonetheless, been an enormously profitable venture. Published simultaneously at three plants in London, Glasgow and Manchester, whence it is distributed all over Great Britain, the paper showed net profits of \$1,050,000 a year and its advertising lineage was the highest in London when the war broke out. When he moved the plant from its original quarters in Shoe Lane to a handsome establishment with a black-glass front in Fleet Street about ten years ago, Beaverbrook said he had decided to quit the business for good and took a mournful leave of his staff, saying: "You'll make it a great paper, boys, won't you?" Although he did stop coming to the office, Beaverbrook thereafter took more of an interest in the paper than he had before. Dinners at Cherkley or Stornaway House resembled office conferences. The more he moved about in the world, the more "The Beaver", as His Lordship is known to his help, made a habit of telephoning in a good share of each day's stories like a kind of glorified leg-man. Insatiably curious, equipped with a colossal memory, and advantageously situated for contacts with news sources, he was his own best reporter for a decade and did not actually quit until two months ago. The papers, cut down to six pages with rationed ads, are now being run by Robertson and Christiansen. All still turn in a tidy profit.

Britain's plane position better than France's

According to the philosophy of Fascism, all governments are democracies but not all democracies are governments. However this may be, it is obvious that if one of the functions of a government is to protect its citizens against aggression, the democracy of France failed to fulfill the definition. France's failure was due to a variety of causes which may never be assessed correctly. One of them, how-



"Pots for Planes" drive is Beaverbrook's latest idea. Here London housewives bring aluminum pots, pans, thermos bottles, coat hangers, shochorns, etc., to be made into Hurricanes and Spitfires. Whether needed or not, the stunt was great for morale.

**Quality
you can
feel**



*"The
national
rub-down"*



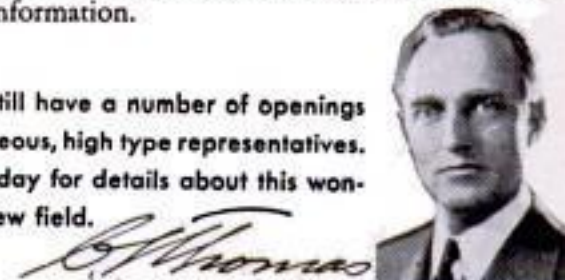
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to subscribe to LIFE, write to
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LIFE—330 East 22nd Street
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NIGHTS that are "nightmares" can turn anyone into a grouch. Your night's rest is only as good as your bed cover. Now enjoy relaxed, revitalizing rest (even your feet are warm) under one famous Thomas FETH-R-TEX Quilt... America's finest, most modern, year 'round, one-piece bed cover.

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We still have a number of openings for courteous, high type representatives. Write today for details about this wonderful new field.



THOMAS QUILT FACTORIES
DENVER, COLORADO

ever, was certainly the Cabinet's astonishing blindness to the necessity for acquiring an effective Air Force. While Germany built hundreds of planes a month France merely talked about doing likewise. Doing likewise was then found to be impossible. When the idea of buying planes in the U. S. was broached, the French were unable to convince themselves that orders could not be filled overnight. The request for planes addressed to the U. S. by Premier Reynaud three days before the armistice was less tragic than pitiful, because it exhibited that formidable politician's inexcusable ignorance of a fundamental problem.

Where planes are concerned, England's situation so far is by no means so bad as its defunct ally's. In the first place, England has more planes than France had. In the second, the R. A. F. fliers have so far, according to realistic observers, proved themselves at least the equal of German pilots. Given the advantages of home fields and a defense strategy, they may well be able to defend England against superior numbers of invaders. English aeronautical production, however, has two major faults. One is the fact that whereas the Germans have concentrated on a few simple types of planes and thus been able to apply mass-production methods, England has allowed various manufacturers to build various types with a consequent time lag. The other is that the English, who love to make everything well, make aircraft as carefully as they tailor clothes. This is a convenience in combat but it takes too long. Planes in war are built to be wrecked. An expensive wreck is no better than a cheap one.

Waiting for son to call

How well Beaverbrook is actually making out with his problem no one in the U. S. and few people in England have, at the present, any way of finding out. Wars, like horse races, exist to settle questions of this sort and the answer will be forthcoming soon.

Beaverbrook's daughter, who married and divorced a son of the Duke of Argyll, lives near the airdrome where his son's squadron is based. The Minister of Aircraft Production usually stays up at his desk in London until his son telephones from his daughter's house to assure his father that he has come back alive from the night's fighting.



Squadron Leader Max Aitken, Beaverbrook's elder son, got the Distinguished Flying Cross for bagging eight planes (plus four more "possibles") up to the end of June. His sister Jan (above) sees him off on dangerous flights and waits for his return.

WHERE THERE'S PEP THERE'S *IRON



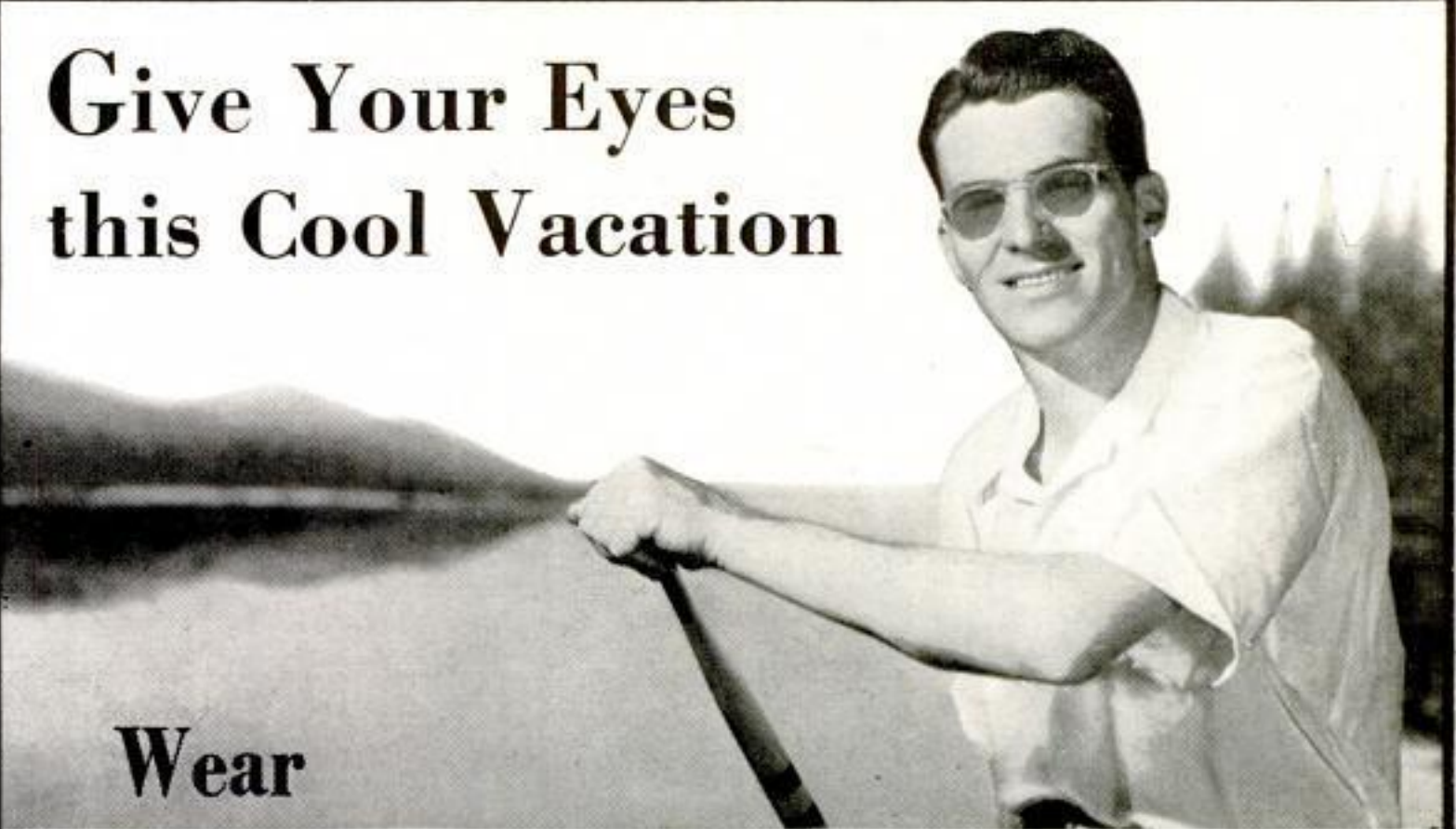
"Did you ever see children burn up more energy than they do in Summer? Tommy goes like a house afire every minute. "Lucky a nurse straightened me out on his diet. What a problem that was! Tommy didn't like milk. But nurse told me how Bosco's grand chocolate flavor makes milk a treat. "Better yet...Bosco is rich in iron. Iron helps build healthy blood...and often diets of children and grown-ups don't have enough iron. "Tommy took to Bosco and milk right from the start. He says it's better than ice-cream soda! So economical, too...and quick to mix!"



***IRON:** Relative available amounts in
SPINACH —
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Buy Bosco today from your milkman or grocer. If he does not handle Bosco, mail us his name and address. We'll see he's supplied. Bosco Co., Inc., 180 Madison Avenue, N. Y. C.

Give Your Eyes this Cool Vacation



Cool AO CALOBAR Sun Glasses

No matter where you go this summer, your eyes will have "woodland-cool" light, if you wear AO Cool CALOBAR Sun Glasses. Even after long hours in the hot sun, Calobar-protected eyes feel refreshed. The famous AO Calobar lenses are scientifically compounded to give complete protection.

They shut out not just one, but both harsh ele-

ments of sunlight... infra-red (heat) rays as well as ultra-violet rays!

This complete efficiency of AO Cool CALOBAR Lenses... and their ability to show true colors... have never been equalled. Treat your eyes to this superior protection. Attractive styles, moderately priced, are sold near you. If you wear glasses, have AO Calobar Lenses ground to your prescription.



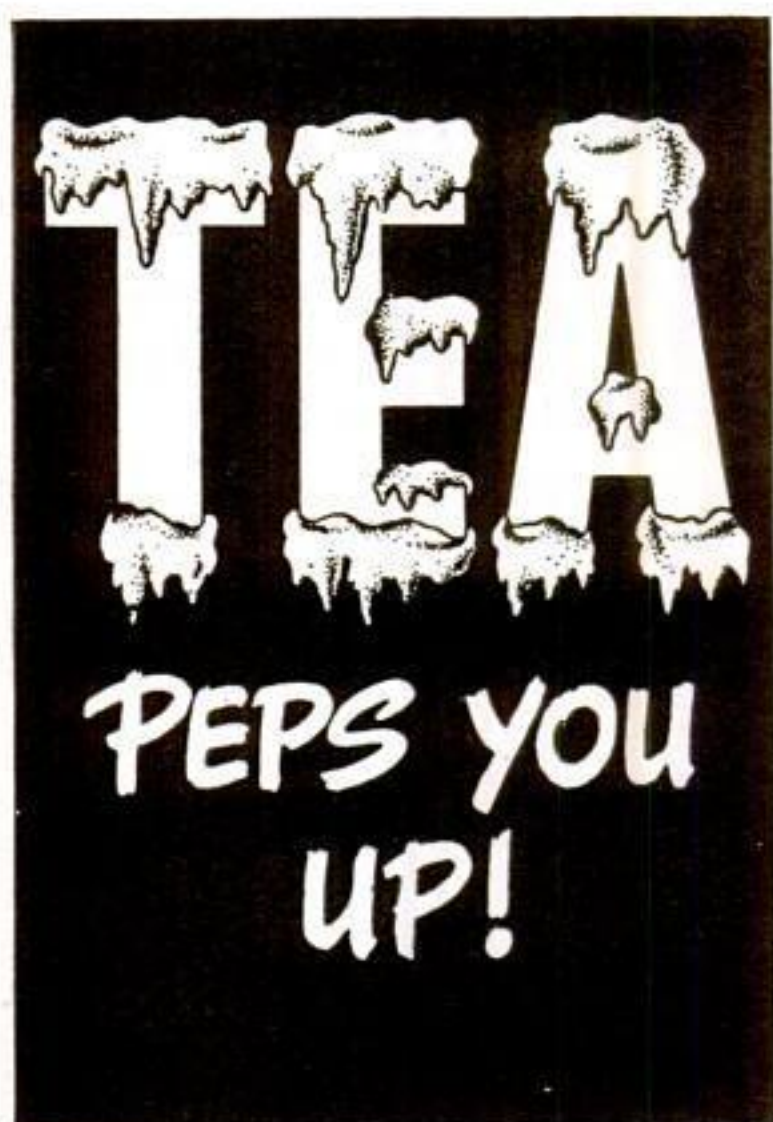
U. S. ARMY AIR CORPS specifies—"CALOBAR or equivalent"!

AMERICAN OPTICAL COMPANY

SOUTHBIDGE, MASS. World's Largest Makers of Ophthalmic Products



These good black teas are especially suited to the American taste. For economy and full enjoyment, buy quality tea.



PRETTY VERSION OF POMPADOUR HAT IS SIMPLE BONNET LIKE THIS WITH MASSED FLOWERS TO EMPHASIZE UPSURGE OF HAIR

NEW HATS RESTORE FOREHEADS AND EYESIGHT TO WOMEN

Now that men and their children have become accustomed to the spectacle of women wearing a flower over the right eye and calling it a hat, the milliners have launched a new offensive. Since the forward movement could proceed no farther (without covering a woman's face), the milliners have reversed their position and have started a backward movement that has already landed many a hat at the nape of the neck.

The new hats, exposing the forehead and front

hairline, are called "pompadour hats." They were first made for daring young style leaders who this spring began rolling up their front hair in Gibson-girl fashion. Because the front pancake hats spoiled their hairdo, it seemed they would go hatless. But the milliners countered with beanies glorified with flowers, ribbons, veils and feathers. The fashion took. Pompadour hats are now the biggest item for fall and winter. Some of the variations are shown on these pages.



First pompadours were head-hugging semi-spheres that made wearer look hatless in front.



Mercury wings seem stuck on as afterthought, mark beginning of trend toward elaboration.



Neck bows and halos appear as designers add to basic principle of skull cap.



Beret-pompadour is made of navy-blue belting and costs about \$3. Department stores report that 66% of their millinery sales are for hats retailing at \$2.98 or less.



Pillbox-pompadour is clapped over head's equatorial line. Hairpins stuck through loops at front hold it on. Big green bow trims this shirred plaid-gingham number.



Bumper-pompadour adds height with ostrich tips, a peaked crown. \$2.98.



Brim-pompadour is sharply squared off, held on by veil tied under the chin. \$3.98.

OL' JUDGE ROBBINS



IN RECENT LABORATORY "SMOKING BOWL" TESTS, **PRINCE ALBERT BURNED**

86 DEGREES COOLER

THAN THE AVERAGE OF THE 30 OTHER OF THE LARGEST-SELLING BRANDS TESTED — **COOLEST OF ALL!**

YOU KNOW, IT'S REALLY DELIGHTFUL HOW COOL, MELLOW, AND EASY ON THE TONGUE P.A. SMOKES

ESPECIALLY SEEING THAT PRINCE ALBERT HAS SUCH FULL BODY AND CLEAR, RICH TASTE — THERE'S NO OTHER TOBACCO LIKE P.A.

GET IN THE SWIM WITH COOLER, Milder SMOKING

YOU BET PRINCE ALBERT IS **MILDER**— IT BURNS **COOLER**— AND IT **DRAWS EASY, EVEN!**

MEET THE **RICH BODY AND AROMA OF P.A.'S CHOICE TOBACCO!** IT'S NO-BITE TREATED!

ROLL-YOUR-OWNERS! P.A. IS CRIMP CUT FOR FAST ROLLING, TOO — MILD, TASTY FOR 'MAKIN'S' SMOKES

50 pipefuls of fragrant tobacco in every handy tin of Prince Albert

PRINCE ALBERT

CRIMP CUT LONG BURNING PIPE AND CIGARETTE TOBACCO

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PRINCE ALBERT THE NATIONAL JOY SMOKE

For the first time in history...



a magazine with nearly 20,000,000 readers!

NEVER BEFORE in publishing history has an audience of such vast size been won by a magazine . . .

Never before have so many people been exposed each week to the pages of *any* magazine . . .

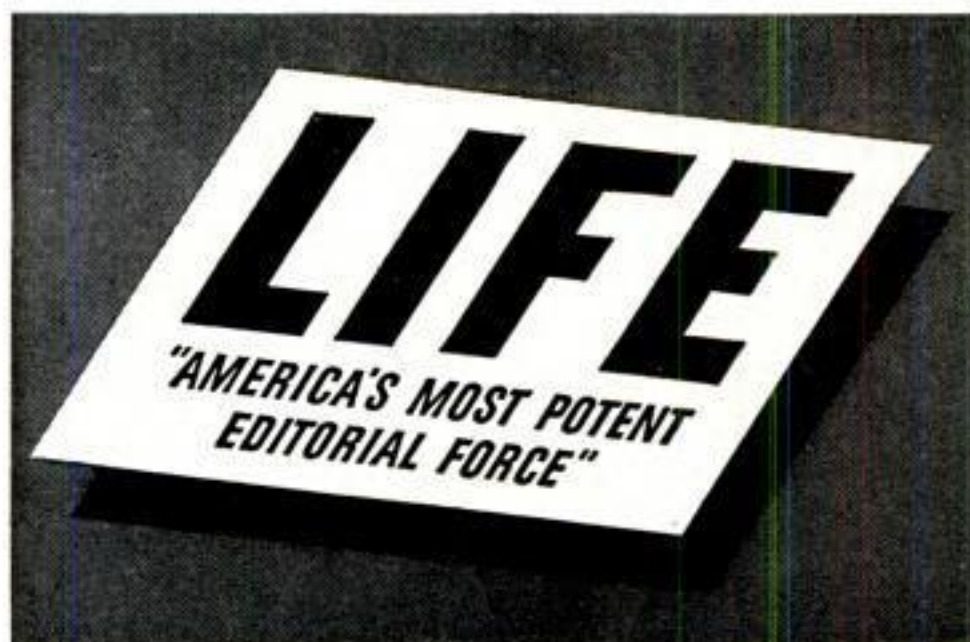
Why, then, has LIFE captured this enormous total of nearly 20,000,000* readers every issue?

. . . Because LIFE presents truth and reality to a world hungry for and vitally in need of both.

. . . Because LIFE's new-age journalism does this in a vivid, penetrating, and stimulating way . . . because

people like LIFE's clarifying, picture-and-word editorial technique.

This presentation of urgently *wanted* information not only makes many millions willing to pay out more money for LIFE than is paid for any other magazine



—it prompts them to pass LIFE on to millions more to see and read.

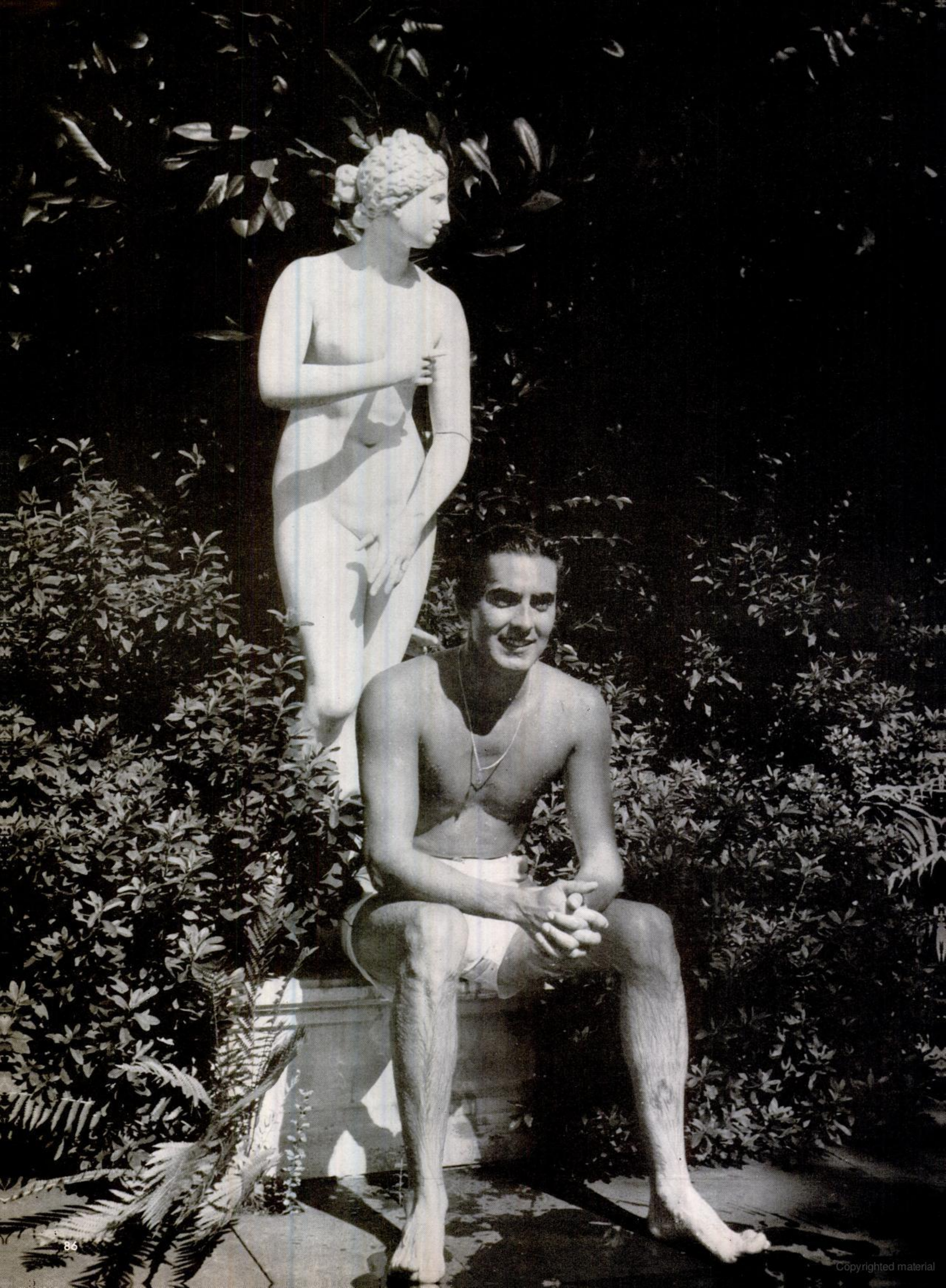
Thus LIFE, among all magazines, has attained the largest audience and the most potent market in America.

*Scientifically established and reported in LIFE's Continuing Study of Magazine Audiences. Latest findings, for instance:

Magazine	Circulation	Audience
COLLIER'S . . .	2,931,708	15,800,000
LIBERTY . . .	2,590,410	14,000,000
LIFE . . .	2,857,738	19,900,000
SATEVEPOST . .	3,298,375	13,200,000

Circulation figures from Publishers' Statements—3 Months Ending March, 1940, net paid excluding bulk.







Leaving Burbank airport at midnight, James Stewart (with gray hat) and Henry Fonda (right) broadcast their farewells.



In the air, Stewart and Fonda rehearse *Darling Nelly Gray*. Stewart is wearing the hostess' cap and Fonda the pilot's.



At Houston next morning stars are mobbed by crowds and cameramen. Here Fonda responds to welcome of fans.

Life goes to a Party

with seven stars in Houston, Tex.

Down onto Houston's municipal airport on the Fourth of July swooped a shiny TWA transport from Hollywood. Out into Texas' midsummer heat stepped Tyrone Power, Henry Fonda, James Stewart, Mischa Auer, Nancy Kelly, Richard Greene and Olivia de Havilland. All that day they smiled, shook hands and shared the idolatry of thousands of tumultuous Texans. That night they appeared at a gigantic rally in the Sam Houston Coliseum, where Fonda and Stewart panicked admirers with an unexpected exhibition of magic (see next page). When it was over they enplaned again for the coast.

It was no isolated set of circumstances but a great Hollywood custom that led this delegation to Houston. Movie stars today are the most peripatetic people in the land. They fly from city to city at the drop of a press agent's cigar. Socially conscious of late, they lend their time and faces to causes in which they believe. The Houston junket shown here was made at the behest of a Texas committee for aid to Britain. Between public appearances the stars cooled off in the swimming pool of Oil Tycoon Stephen Farish. On the opposite page you see Tyrone Power sitting at the feet of Venus de' Medici.



Nancy Kelly spent most of the afternoon in lavish Farish pool. Despite heat Fonda and Stewart shunned the water.



Tyrone tumbles over TWA Employee J. I. Greenwald. Greenwald knelt behind and Nancy Kelly pushed Power over.



Mischa Auer does his famed Jekyll-Hyde stunt. Moment before he was Jekyll. Then he ducked and came up as Hyde.



Martin Dies chats with Nancy Kelly and Olivia de Havilland before the rally, where he gave speech on Fifth Column.



Collecting autographs, Identical Twins Betty and Katherine Dionee, Houston debutantes, attack Fonda on both flanks.



In the Coliseum lobby, James Stewart chats with Rev. Gordon Reese who gave invocation. The rally raised \$11,000.

Houston rally (continued)



*To half a cup of mayonnaise add French's—one teaspoonful
It gives a tang, a flavor that makes salad eaters tuneful!

Serve this delicious, different mustard—and watch the family go for it! Made from the finest vinegar, spices and mustard seed—no artificial preservatives or adulterants ever used.

SMOOTHER—CREAMIER
LARGEST SELLING PREPARED MUSTARD IN U. S. A. TODAY

REMEMBER THIS LABEL

It's the symbol of better home recordings

Wilcox-Gay Recordio discs are the largest selling disc in the world—and deservedly so. They combine quality and economy. Specially designed machines produce Recordio discs by the millions, yet hold to exact precision standards.

Recordio discs are long-lived and completely safe from fire hazard. Get dollar-record quality for only a few cents with genuine Recordio discs.

Recordio discs are sold at all leading radio and musical instrument stores.

WILCOX-GAY CORPORATION
Manufacturers of Recordio
Charlotte, Michigan

Remember this label when you buy recording discs—it's your assurance of quality at low cost.



James Stewart is his own bally man for a disappearing bottle act. Henry Fonda (left) and Mischa Auer watch unimpressed. Around Auer's neck is a 10-ft. rubber snake.



Eccentric fan act, executed by Stewart, amazes performer as well as his audience. He waves the fan and it disintegrates into sections. He waves it again and it mends.



QUICK as a wink—yes, almost as quick as you can say "Underwood"—you can now whip together appetizers and sandwiches that make women ask for the recipe... and men ask for more!



TRICK... and a neat one anytime. Just flip open a can of that famous all-ham spread—Underwood Deviled Ham. Temptingly seasoned with rare spices from the Indies—ready to spread.



SLICK is the word for it. Slick for picnics. Slick for parties. Delicious... nutritious. If you want real flavor, just ask for "Underwood Deviled Ham!"

FREE! Medium-size can as sample—and recipe book. Address Wm. Underwood Co., 115 Walnut Street, Watertown, Massachusetts.



P.S. For variety try "Pâtéfine", the new Underwood canape spread. Tastes imported—costs little. Ask your grocer or send 15c for full size can.

CORNS SORE TOES

Try This NEW Amazingly Quick Relief!

New **SUPER-SOFT** Dr. Scholl's Zino-pads quickly relieve pain; stop shoe friction and pressure; keep you free of corns. 630% softer than before! New, thin Scalloped Edge. Separate Medications included for removing corns. Cost but a trifle. Sold everywhere.



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IT'S POISONING

Get quick happy relief from the stinging fiery itch, and thus aid healing, with active, soothing

RESINOL OINTMENT AND SOAP



Henry Fonda, exhibiting deadpan technique, does tricks with magic rings. A moment later they disengaged and rolled all over the platform. Fonda pretended to be angry.



Hot duet—by Fonda, Stewart—turns *Darling Nelly Gray* blue. Fonda is reading from a shirt cardboard. Act ended when Stewart planted firecrackers under Fonda.

BELIEVE ME, Prem IS DIFFERENT!



From the makers of
Swift's Premium Ham

Prem!

A delicious
meat



all ready to eat...

made of *genuine*
sugar-cured pork!



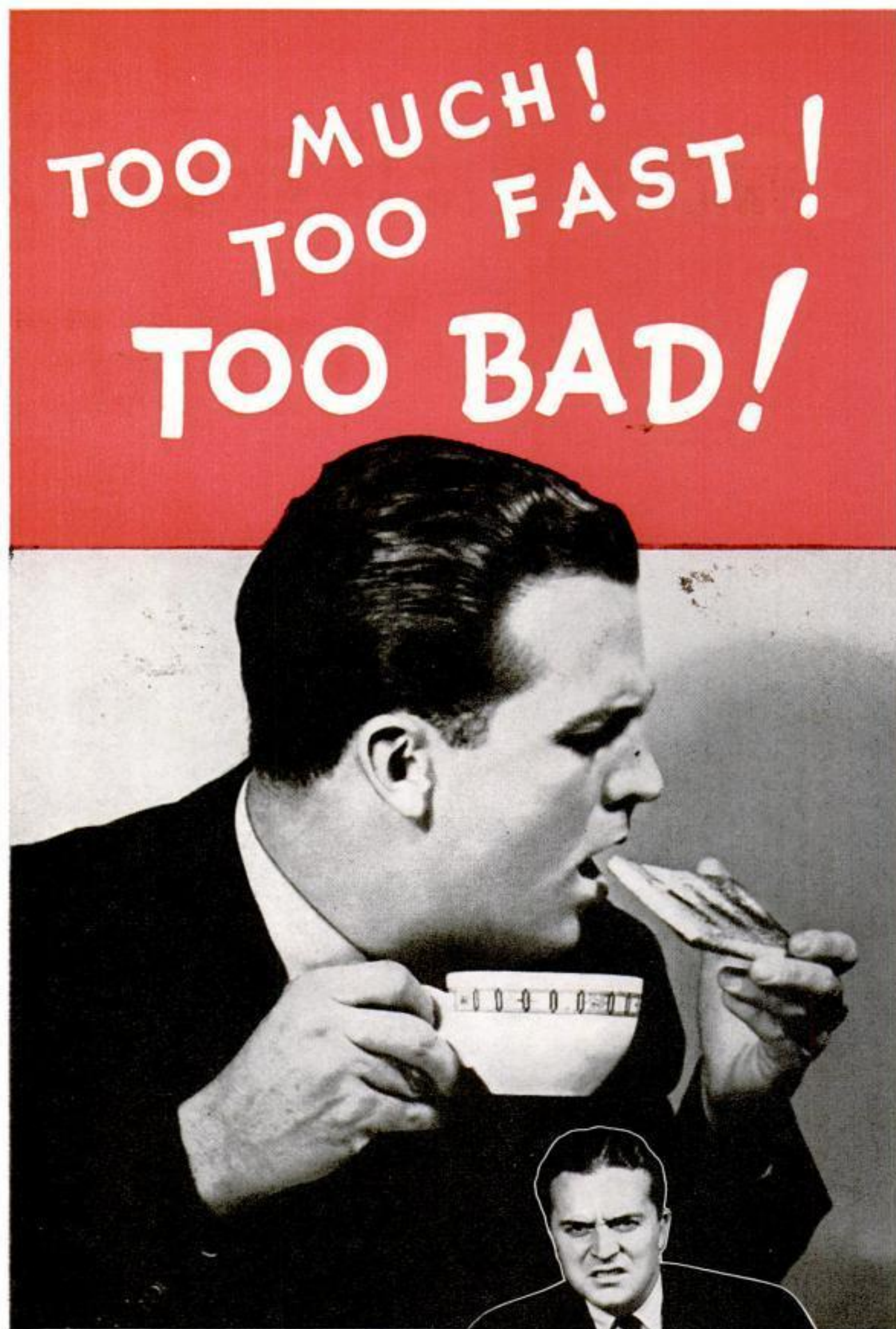
Prem IS EASY ON THE BUDGET AND EASY ON THE COOK!

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YOU SHOULD SEE MY YOUNGSTERS GO FOR Prem SANDWICHES.

FAMILIES CHEER PREM and busy housewives bless it. For delicious PREM is a time-saver, all ready to serve. And it answers that everlasting plea for SOMETHING DIFFERENT. You'll like PREM cold—with salads; in sandwiches. You'll like it hot—with eggs for breakfast, or baked for dinner. You can know before you taste it that PREM is mighty good, for it's made by the makers of America's favorite ham—Swift's Premium!



It's an old American custom to work too hard and play too hard, to drive too fast and eat too fast, to worry too much and drink too much. And it gets us down.

Does excitement, improper diet, or the nervous pace of modern life upset your stomach? Don't make the mistake of adding to the trouble with drastic, irritating physics.

Quiet and soothe your stomach with pleasant Pepto-Bismol. A non-alkaline, non-laxative prescription that quickly helps relieve your stomach distress and aids in retarding intestinal fermentation, gas formation and in relieving simple diarrhea.

*Fifty cents, at your druggist's.
Or by the dose at drug
store fountains.*

Norwich
Makers of *Unguentine



PEPTO-BISMOL
FOR UPSET STOMACH

*REG. U. S. PAT. OFF.

PICTURES TO THE EDITORS

CLIMBER

Sirs:

This is Roy Bishop, aged 18, of Hempstead, N. Y., who can walk up and down a brick wall. He takes a running start and the momentum enables him to walk up a brick wall for 8 or 10 ft., turn

around without losing his balance and walk down again. Roy has been able to do this now for three or four years and was on the gym team at Hempstead High. He hopes to get a job as a gym teacher.

T. W. KILMER JR.
Hempstead, N. Y.



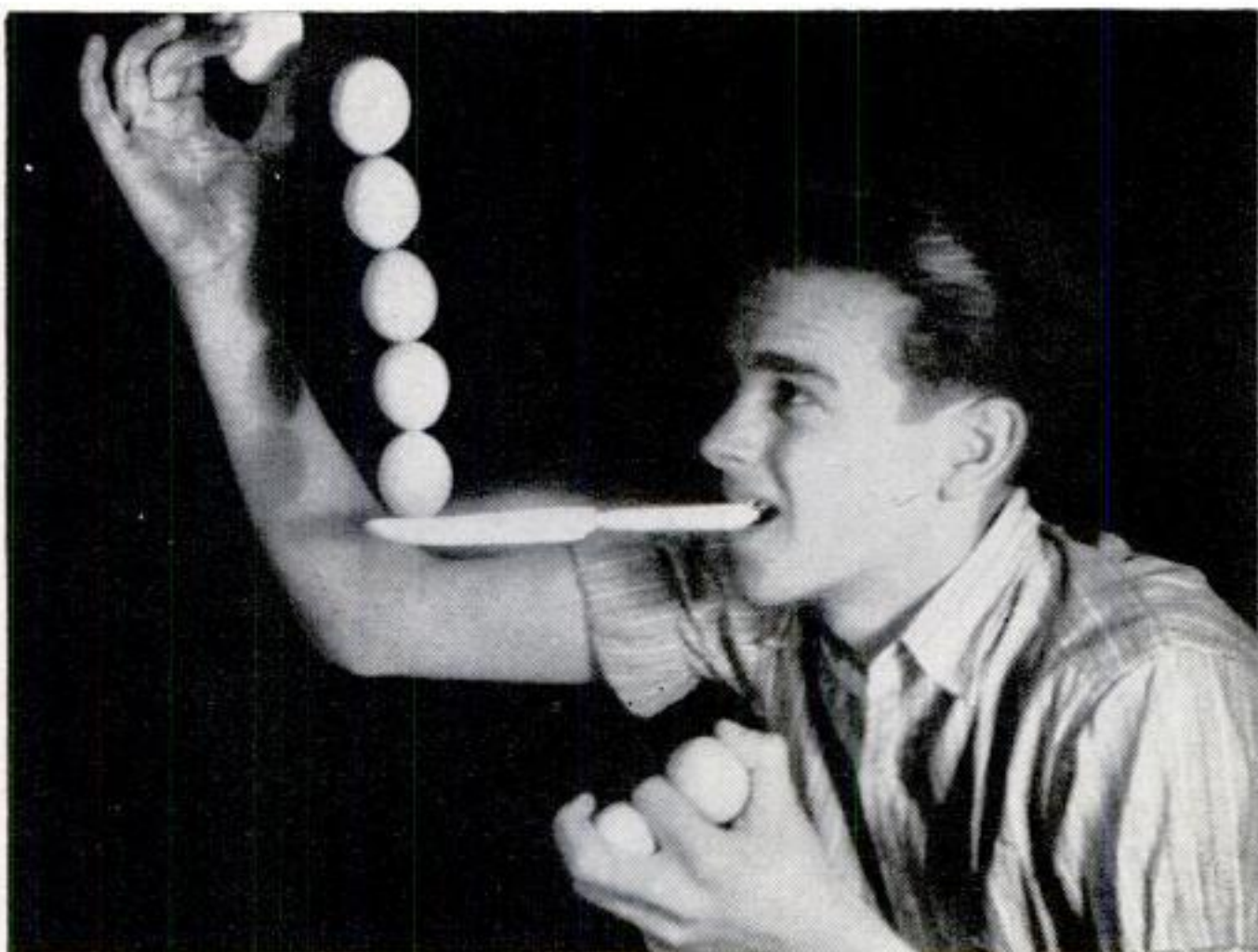
HELPED BY A RUNNING START, ROY BISHOP WALKS 10 FT. UP THE WALL



HE TURNS AROUND AND WALKS DOWN AGAIN, USING HIS ARMS FOR BALANCE

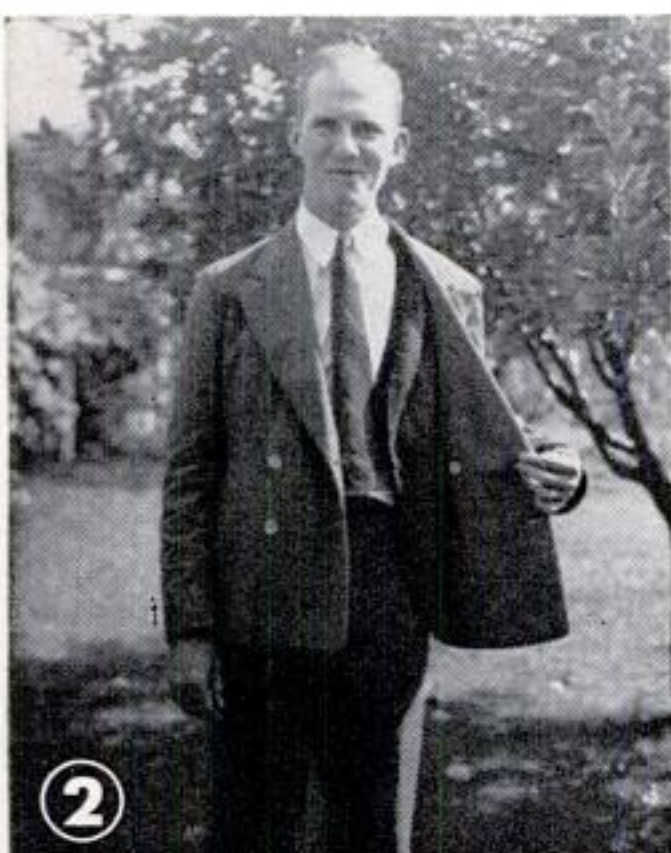
EGG TRICK

Sirs:
Anyone trying to balance five eggs on the edge of a knife would find it rather hard, but it is really quite simple if you know how to make a trick photograph. HOMER GOULD JR. Glendale, Calif.
(One way to master this trick is to superimpose a photograph of five eggs on a photograph of yourself holding a knife in your mouth.—ED.)



VEST TRICK

Sirs:
Though I was impressed by LIFE's story (July 15) on how to remove a vest without first removing the coat, it is more difficult to put on a vest after having put on a coat. This series of pictures shows how I do it in 40 seconds. Shove the vest up the coat sleeve so that it covers the left shoulder (Nos. 1 and 2). Then pull the coat through the right armhole of the vest (No. 3). Next stick the right arm through the armhole of the vest (No. 4) and the trick has been done (No. 5).
VERNE JOHNSON
Roanoke, Va.



Don't Guess —
WHICH SHEETS WEAR BEST



Mrs. Married-A-Year—"Oh dear! Sheets all look alike to me. . . What I want to know is which ones wear best."
Mrs. Married-Ten-Years—"That's easy. . . See what hotels say about Utica sheets. . . And the Uticas I started housekeeping with still look lovely."

UTICA Sheets
MEET FINE HOTEL REQUIREMENTS
FOR OVER 260 LAUNDERINGS

Prominent
HOTEL
OPERATORS
who choose
UTICA
SHEETS



Left to right • A. S. KIRKEBY, President and Managing Director, Kirkeby Hotel Company. The Drake, Chicago—The Town House, Los Angeles—The Blackstone, Chicago—The Evanshire, Evanston, Ill.—The Gotham, N. Y. • CARLING DINKLER, President and General Manager, Dinkler Hotel Chain. Ansley Hotel, Atlanta—Tutwiler, Birmingham, Ala.—Jefferson Davis, Montgomery, Ala.—Savannah, Savannah, Ga.—St. Charles, New Orleans—O. Henry, Greensboro, N. C.—Andrew Jackson, Nashville, Tenn. • MR. ROBERT T. ROSEMOND, Francis Marion Hotel, Charleston, S. C.

LEADING hotel executives can give you two valuable pointers on buying sheets. First ask for the 108 inch length—the length that doesn't pull out at the bottom. Second, insist on Utica sheets.
"Utica sheets," hotels report, "keep their original whiteness and soft, smooth texture even after they have been laundered more than 260 times." . . . This equals over 10 years normal use—far longer service than lighter sheets give. Utica sheets stand more launderings because they are made from select cotton—firmly and evenly woven into a fabric of balanced strength and delightful smoothness. And Utica's pure finish is guaranteed to contain no artificial filler.



"Snowy" Says
"UTICA SHEETS
ARE BORN WITH 9 LIVES"



FREE "SNOWY"
Picture Book
Beautiful 32-page book, containing 6 life pictures of "Snowy"; time and money-saving pointers on bed-making, laundering, sheet sizes. Mail coupon or post card.

Utica and Mohawk Cotton Mills, Inc., Dept. L5
Utica, N. Y. . . . Also makers of Utica Percale,
Mohawk Muslin and Mohawk Percale Sheets.
Name
Street
City State
Copyright 1940 Utica and Mohawk Cotton Mills, Inc.

THEY CAN'T
PASS YOU BY
If You "Tune-up" with
KARBOUT and RISLONE



This "TUNE-UP" Package Gives Quick New Power

Frees Sticky Valves—Restores Lost Compression and Pep

●It's no fun poking along with a pepleless, sluggish car and have other cars breeze merrily by. It's not economical either because a motor full of gums and carbon wastes power, runs your gas and oil expense up.

There is a simple way to "tune-up" sluggish motors, get rid of sticky valves, gums and carbons, and "motor ping"—restore lost compression, power and pep. It costs so little and requires but a few minutes to do the complete job.

This One Can is All That's Needed

The upper part of this new package contains the KARBOUT—the lower part, a quart of RISLONE. . . . A quick KARBOUT Motor Clean-out Treatment chases gum and carbon instantly—then to maintain top performance, greater engine power and pep, add the RISLONE to your crankcase oil. All parts will be clean, including carburetor, fuel line and spark plug points.

For NEW Car Break-in, Use RISLONE

For new cars or reconditioned motors, RISLONE insures safe "break-in" at fast speeds because it leads the oil to tight places including top engine parts. The more thorough lubrication decreases friction. Besides the combination KARBOUT-RISLONE Package, RISLONE is carried in factory-sealed cans in 1 and 2 quart capacities. Add it to your regular crankcase oil—1 quart for small cars, 2 for large cars.

Over four million cans used in last two years alone. Carried by dealers, service stations, garages everywhere—all ready to "tune-up" your motor in a few minutes. Do it today and pass the other fellow by. . . . THE SHALER COMPANY, Waupun, Wis. In Canada: The Canadian Shaler Products Company, Ltd., Toronto.



Look For
This
Life-Size
Display

Dealers:—This attractive girl in natural colors is free—write us or ask your jobber.

SHALER
KARBOUT
and RISLONE

The only products of their kind approved by car and engine builders

PICTURES TO THE EDITORS

(continued)

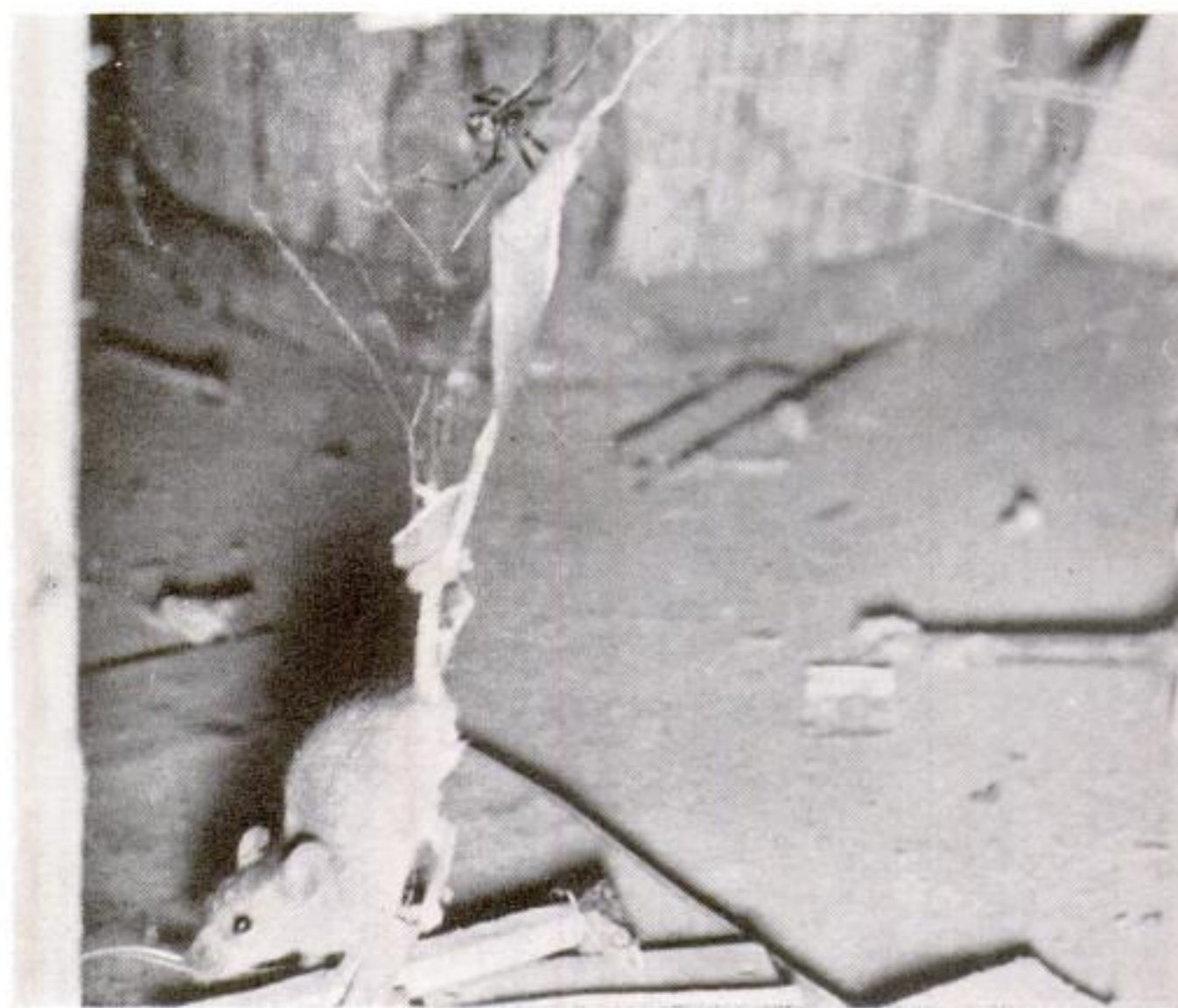
MOUSETRAP

Sirs:

This mouse was trapped in the web of a black widow spider under Virgil Fulton's workbench in San Bernardino. First the spider spun its strand about the rodent's tail, hoisting the little animal's hind feet off the ground. Then it raced down its self-made cables and sent its

poison into the mouse's back. Having paralyzed the mouse, the spider wove a piece of colored paper into the web and around the mouse's tail, and when the dying mouse recovered somewhat from the shock of the bite, the net held fast. Mr. Fulton put the mouse out of its misery and stepped on the spider.

HOWARD C. HEYN
San Bernardino, Calif.



DEVIL'S DISMAY

Sirs:

This interesting church stands in the mountains of North Carolina on the road between Boone and Blowing Rock. The builders, believing that "the Devil likes dark corners," put a window in each corner.

LESLIE RADDATZ
Cleveland, Ohio



"BEAR CANYON"

Sirs:

This picture (below) was taken in Black Canyon before Boulder Dam was built. Perhaps "Bear Canyon" would have been a more appropriate name. No matter which way I turn the picture, the bear seems to be staring at me.

L. W. MARSH
Brawley, Calif.



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Baby Dumpling says,
*"Mother calls this a Cinch
 ... but I call it SWELL!"*

ICE CREAM made from Royal Pudding?—it's both a "cinch" and "swell"!

To make it—prepare the pudding in the regular, 5-minute way, add sugar and whipped cream . . . and leave the rest to your refrigerator. (Yes—the recipe is on the package!)

As for the "swell" part of it—dip into a plump, melty mound of it the moment your refrigerator says "ready"! You'll taste ice cream so smooth, so downright luscious that only sheer strength-of-will can enable you to spare enough for dinner! (Warning: make plenty!)

And just in case you're thinking about your budget: enough Royal Pudding ice cream to make your entire family say "plenty" will take only a few of the least important coins in your purse!

So end tonight's dinner with generous mounds of luscious ice cream—so easily made from these famous puddings. And, we promise you—you'll be wearing a halo of praise!

LARRY SIMMS (Baby Dumpling) of the "Blondie" series, produced by Columbia Pictures



PARTY HINT—Chocolate, vanilla, or butterscotch ice cream made from Royal Puddings is not only easy on your purse but particularly easy on unrestrained young digestions. For these famous puddings contain Arrowroot—the starch widely favored for child nutrition.



3 luscious flavors
CHOCOLATE VANILLA
BUTTERSCOTCH
 (Better get all three)

JUST OUT! Old-time goodness in less-work form...try the **ROYAL TAPIOCA PUDDING**

They're **ROYAL** Desserts

"My midsummer love is this ROYAL GELATIN salad!"
 ...ANNE SHIRLEY

ANNE SHIRLEY, featured in "Anne of Windy Poplars," RKO Radio Pictures, Inc.

Copy, 1940, Standard Brands, Incorporated



ORANGE VEGETABLE SALAD

1 package Royal Gelatin Dessert (orange flavor)
 1 cup boiling water 1 cup cold water
 1 teaspoon salt 1 cup cabbage, chopped
 1 tablespoon lemon juice 1/2 cup celery, chopped
 1/4 cup grated raw carrot
 1 tablespoon finely chopped onion
 1 tablespoon chopped sweet pickle

Dissolve Royal Quick Setting Gelatin in boiling water; add salt, lemon juice and cold water. Chill until it begins to thicken, then add remaining ingredients. Chill in individual moulds. Serve with chicory or other salad green. Garnish with orange sections and ripe olives. (Serves six—you'll be blessed for serving it some sizzling day!)

7 favorites

If you like STRAWBERRY, RASPBERRY, CHERRY, LEMON, ORANGE, LIME, or PINEAPPLE, there's a Royal flavor you'll cheer for the moment you taste it!



It pays to wear
REAL SILK
 HOSIERY



SHOES BY DELMAN • DRESS FROM THE COUNTRY STORE • HOYNINGEN-HUENE PHOTO

*Get straight "A's"—yet flunk "ensembles",
 You'll stay home from college proms.
 Know your Latin, but not clothes, too;
 Dorm phones will ring—but not for you.*

The purpose of this ominous verse is to advise the new-girl-in-college that Realsilk has been the friend indeed to many a generation of college girls.

In the picture above we show a girl at college, probably getting ready to study. This is to remind you that soon you'll be heading for that campus of your choice. You will need a supply of stockings for studying in, "steading" in and for dancing in.

Suggest to the folks that along with the first month's check, the new over-night bag and the goodbye kiss they equip you with a special "1940 College Girl's Realsilk Hosiery Wardrobe".

Here is Realsilk's unique answer to any woman's hosiery problems—mother, sister or daughter—in school or out;

The Problem of Fit—Our Personal Fit Service takes into consideration your leg size and length as well as foot size.

The Problem of Wear—Realsilk Grenine "balanced-twist" thread resists snags. No-hole hem helps prevent garter runs. Hem guard. Special re-inforcements at toe and heel.

The Problem of Fast Colors—Dyes are the finest obtainable—delicate shades stand up after repeated launderings.

Branch sales offices in 200 cities

from mill to millions



Realsilk College Girl Wardrobe—4 to 12 or more pairs
 August Sale Prices 99¢ to \$1.65 per pair

Ultra sheers, in silk or nylon for dancing.

Realsilk "Steadies" for general wear.

Realsilk Knee-Highs for casual sports wear.

Realsilk hosiery can be mailed to you at any school—from coast to coast.

The Realsilk Representative will show you the new fall shades and help you choose

your own wardrobe. Phone (or have your parents phone) the Realsilk Representative in your city. Listed in your phone book under "Real Silk Hosiery Mills."

Territories available for men and women of character. Write Dept. L, Real Silk Hosiery Mills, Inc., Indianapolis, Ind.

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